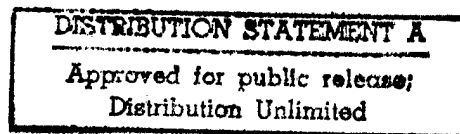


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USSR Report

CONSUMER GOODS AND DOMESTIC TRADE

No. 78

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CONSUMER GOODS AND DOMESTIC TRADE

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CONSUMER GOODS PRODUCTION AND DISTRIBUTION

UKRAINE CONSUMER COOP OPERATIONS VIEWED

Kiev RADYANS'KA UKRAYINA in Ukrainian 17 Aug 83 p 2

[Article by S. Lytvynenko, Chief Administrator, Ukrainian Cooperative Enterprises: "Not Only the Middleman..."]

[Text] One of the most important current concerns of our party is the improvement in the quality of life of the Soviet people. This is clearly evident in the Food Program of the USSR. In his speech at the November (1982) Plenum of the CPSU Central Committee, General Secretary Comrade Yu.V. Andropov noted that "The workers of the agroindustrial complex must expend maximum effort every day to see to it that the massive funds assigned to the solution of this problem yield dividends today, and even more so tomorrow."

The food cooperative of the republic is expected to make a significant contribution to the Food Program. During the 11th Five-Year Plan it is anticipated that food resources will reach almost fifteen billion rubles, almost twenty-four percent more than in the 10th Five-Year Plan. On the basis of our own calculations, in the first two and a half years of the present Plan we have already produced various foodstuffs approaching close to seven billion rubles in value. The center of attention of the coop organizations at the present time is the further expansion and improvement of reliable sources of supply from the private sector and from the orchard and horticultural associations.

In light of present demands the coops are restructuring their operations. In addition to their constant concern for increasing the food supply, they are increasing their efforts in the village both in purchasing surplus products and in encouraging increased productivity and variety, and in creating favorable conditions for these auxilliary private enterprises and stimulating interest in the population for dealing with the coops. This is the manner in which the better collectives work. Relying on constant assistance from the local party organs and Soviets of National Deputies, the coops regularly inspect the courtyards in the villages, evaluate the possibilities of private household farms, and make long-term arrangements for delivery of cattle, swine, and poultry. At the present time contracts are in force with almost four million private households. More than twenty-five

thousand permanent and seasonal acceptance stations currently receive the surplus products from animal husbandry and agriculture. This effort also encompasses almost sixty thousand salespersons in the stores of out of the way villages.

Particular care is given to increasing meat purchases. A year ago 270 thousand tons of meat and meat products were purchased from the population (which is 24 thousand tons more than the year before); the present plans are for the purchase of 335 thousand tons of such products. Although it is recognized that the first half of the year is not very favorable for such purchases, we did manage to buy almost 150 thousand tons of meat, almost eight million eggs, 15 thousand tons of oil, 1750 tons of honey, and many other products in quantities higher than we expected.

Goal-oriented work on increasing productivity and selling the products to the consumers is being conducted in Vinnitsa Oblast. These questions are under regular review by the executive committees and at the sessions of the Soviet of National Deputies. Local deputies' commissions as well as the Soviet and cooperative activists are involved. There are 840 receiving and preparatory stations in the oblast, of which 180 were opened last year. Specific routes have been designed for the purchasing agents so that most of the livestock and poultry can be acquired where they are raised.

And here's another example. Taking into consideration the urgent need to further improve the supply of agricultural products and more fully utilize the resources of the private plots, the executive committee of the Cherkassy Oblast Soviet of the National Deputies has approved the initiative shown by the deputies of the local Soviets and the residents of the Drabivs'kyy Rayon which calls for "Cattle and Poultry in Every Household Plot!". This example has been followed in other rayons of the oblast and the results can be felt even now.

Unfortunately, this is not the case everywhere. Particularly unsatisfactory is the rate of purchase of meat and meat products, eggs, and other products in the Kiev, Zaporozhye, Mykolayiv, and other oblasts, which is due to unsatisfactory arrangements between the coops and their suppliers and villagers. This must be corrected as soon as possible. One of the most important resources in improving the meat supply consists of fattening animals and poultry on food wastes in the private households of the system, restaurants and cafeterias, canning plants, etc. We have more than 1600 farms and piggeries and other fattening stations with more than 100 thousand sites. Last year we received 110 thousand centners of meat; we expect to receive 170 thousand centners in the final year of the current Five-Year Plan. Many of the oblast food associations, including those of Voroshilovgrad, Kherson, Sumy, and Khmel'nyts'kyy, have shown initiative and responsibility in meeting their programs. They are establishing new fattening stations, usually with 300-350 sites, that are completely mechanized and are concerned with collecting food wastes. This makes a significant contribution to the meat supply.

Internal reserves are actively used in many rayon establishments of the system. In this regard interesting experience has been gained in the Dubnivs'kyy and Bereznivs'kyy rayons of the Rovno Oblast, for example, as well as in the Mohyliv-Podil's'kyy rayon of the Vinnitsa Oblast, where productivity, processing, and fulfillment of the plans receive all-encompassing attention, productive capacity is growing, and the coops meet the demands of the producers. The managers of these subdivisions are young specialists such as V. B. Babiy, V. I. Holoborod'ko, and V. S. Hlavats'kyy, who show creativity and a high sense of responsibility. Consequently, it is a pleasant experience in these rayons to visit the local gastronom and village stores and be met with a wide assortment of sausages and other meat products, bakery goods, confectionary products, and nonalcoholic beverages. There is an adequate supply of unfinished and finished products in the stores and in the culinary departments.

However, this is definitely not the case in many rayon subdivisions of the coop system in the Kharkov, Kiev, and Zaporozhye oblasts. Obviously, the oblast food enterprises will have to show marked improvements in their operations.

In the course of the present Five-Year Plan additional, fully automated breadmaking plants will be constructed, with a capacity of 1000 tons of bread per day, as well as 65 modern enterprises for the production of sausages and nonalcoholic beverages. More than 200 existing plants will undergo reconstruction and technical improvements. The present Five-Year Plan also anticipates the expenditure of 112 million rubles to improve the productivity of the coops. We are constantly striving to encourage a business-like attitude at all the oblast food-supply enterprises toward their products, to find additional reserves in order to increase productivity, expand the variety of goods available, and improve their quality, and also to further expand coop trade of agricultural products in the cities and in the workers' villages. Much can be learned from the experience in Dnepropetrovsk. In the last three years the workers at the Dnepropetrovsk coop (director P.I. Manoylo) have doubled their sales of meat and meat products to the tune of more than two thousand tons a year. In the industrial center more than thirty shops have been opened in the workers residential area close to the industrial enterprises on the main road. In addition there is extensive open-air trade on the streets and squares in the city.

It is a pleasant experience to visit the farmers' markets where special stalls have been constructed and the better sites have been assigned to the sale of agricultural products. As a rule, prices at the city coop stores are 15-20 percent lower than at the market.

In expanding the trade network and improving the material and technical basis of the municipal coop trade considerable assistance has been given by the city and rayon party and Soviet organizations of the oblast food association. In recent years the city coop enterprise has received allocation of space sufficient to open up ten stores, as well as a refrigerated storage depot for storing meat and meat products with a capacity of 630 tons. The oblast food association has provided the market with nineteen rayon preparatory offices that procure a variety of agricultural products.

The Dnepropetrovsk examples shows that it is possible to further develop in every oblast agricultural trade in the cities and workers' villages, to provide the city stores with a sufficient quantity and variety of quality products, and make them an example of administrative efficiency and customer service. Last year the city coop trade in Ukraine sold meat, poultry, sausage products, fish, oils, honey, vegetables, fruits and many other products worth 595 million rubles; it is anticipated that this year 890 million rubles worth of products will be sold. This represents a considerable contribution to the home economy of the workers in the cities.

Right now we are in the season of mass purveyance of vegetables and fruits. The coops have provided the necessary material and technical basis for receiving, packaging and shipping the products of the new harvest to the cities and industrial centers. Nevertheless, it appears that shipping is inadequate and the Ukrpromptara trust has shortchanged us by almost seven thousand cubic meters on vegetable fare during the first seven months of this year.

The coop organizations have created the material basis for the preservation of potatoes and vegetables in containers. To date we have eighty thousand containers but need about ten times more. We have the capability for manufacturing containers at our own industrial enterprises, but we lack lumber, rolled iron, loading and unloading machinery and without the assistance of the Ukrainian State Plan we cannot do much.

In order to further increase the supply of cattle, pigs, poultry, and rabbits on the private farms the agricultural organizations must provide the people with stocks of young animals and fowl. Today the collective and state farms sell to the consumers only five million young pigs per year, whereas the figure should be at least nine million. In addition, the need of the private farms for young birds, particularly waterfowl, is not fully met. The incubator stations should sell to the consumers at least 400 million chicks per year, in order that every village plot grow at least fifty chickens per year, a figure which would be twice as great as it is today.

The coop workers of the Ukraine understand the importance of their task, and will continue to exert maximum effort and all of their abilities and knowledge to significantly improve the food supply, and to make the greatest contribution possible to the fulfillment of the Food Program.

12172

CSO: 1811/56

CONSUMER GOODS PRODUCTION AND DISTRIBUTION

STUDY OF VEGETABLE, FRUIT SUPPLY TO POPULATION DISCUSSED

Moscow SOVETSKAYA ROSSIYA in Russian 26 Aug 83 p 1

[Article by V. Mikhaylov, deputy editor for agricultural affairs at SOVETSKAYA ROSSIYA : "A Working Partnership"]

[Text] The continuing specialization of agricultural production is becoming increasingly widespread. The number of those participating in this specialization is growing and the effectiveness of their efforts is becoming increasingly dependent on their mutual relations and the degree to which they mesh. This involves quite a few complications. Sometimes personal or parochial interests overshadow the main and common goal. How to change the mentality of the partners in the agroindustrial complex so as to focus their efforts on multiplying the food stocks of the country? What are, finally, the sources of interagency conflicts?

Analyzing the related characteristic situation SOVETSKAYA ROSSIYA is currently investigating the manner in which consumers are supplied with vegetables. Field reports indicate that changes to the better have occurred but are not as yet of a radical nature and many shortcomings still persist. Why? Both the vegetable-growing farms and vegetable sales outlets are now, as the saying goes, under one boss--the RSFSR Minplodoovoshchkhov [Ministry of the Fruit and Vegetable Industry]. They were, however, integrated chiefly so far as their administration is concerned. The Ministry has so far not been successful in developing economic incentives that would stimulate both the farms and the outlets to operate in the interest of consumers. The problem as regards vegetable growers is still mainly the same: they have little interest in improving the quality and variety of their production. Conversely, the trading organization fairly often delay supplying stores with vegetables and try to sell fewer vegetables at higher prices, because it is simpler and more convenient for them.

As you can see, the needed changes are being obstructed by the ancient habit of solving by purely administrative means the problems raised by life itself. Supposedly, once orders and directives are received from a single center, all contradictions should be eliminated. But in real life this does not happen. That also is why the June (1983) Plenum of the CPSU Central Committee demanded a more active formation of the new type of economic thinking that stresses initiative and socialist resourcefulness, tighter responsibility and creative

exploration of ways of optimizing the results to the national economy at minimum cost.

The economic type of thinking clearly entails economic methods of management, and mastering these methods requires abandoning certain customary notions, that is becoming psychologically prepared. The most important thing at present is to assure that the partners implementing the Food Program would find it economically expedient to fulfill intermediate indicators. They should coordinate their operations and monitor the productivity of farms and fields. The principal reason for the existence of organizations serving agriculture is, after all, to promote the increase in the productivity of livestock and crops.

It is these repeatedly verified assumptions that serve as premises for the decree of the CPSU and the USSR Council of Ministers "On Streamlining the Economic Relations Between Agriculture and Other Branches of the National Economy," which is intended to tighten the responsibility of the enterprises and organizations serving agriculture and promote their interest in expanding agricultural production and making it more efficient.

Let us make this clear: to increase the interest in the end-results to the national economy, it suffices to make wages directly dependent on these end-results: then the incomes of the partners in agricultural production may not increase and it is likely that for some of the partners they may even diminish. According to the decree, the norm of overall profitability should be the criterion to be followed when determining who should do what. This criterion alone should be used to determine what is, in the final analysis, advantageous to the state and what is not.

In its time SOVETSKAYA ROSSIYA had already criticized the management of the textile and light industry for the slow expansion of the capacities for the industrial processing of flax straw at flax plants. In their replies to one of these reports, A. N. Pushkin, deputy minister of the USSR Light Industry, and I. I. Krugliy, chief of the "Rosl'nopen'kovolokno [RSFSR Flax and Hemp Fiber] Administration, gave assurance that the matter was being rectified. In reality, however, not one of the government directives for building new retting shops has yet been fulfilled and this year only 35-37 instead of the targeted 70-80 percent of the flax harvest will be in the form of flax straw.

The adherence of the USSR Ministry of Light Industry and the RSFSR Ministry of the Textile Industry to the old technology is easy to explain: the industrial processing of straw requires of the plants extra labor expenditures and the handling of operations previously carried out almost entirely directly on the farms. From the administrative standpoint the plants do not need this extra responsibility, but from the standpoint of the national economy as a whole, this is a beneficial change in all respects. According to the statistics of the All-Union Scientific Research Institute of Flax, then the labor expenditures on fiber production are reduced by more than two-thirds, the fiber yield is 20 percent greater and, what is particularly important, peak-season demand for manpower on flax fields is reduced by four-fifths.

As a result, the plants of the USSR Ministry of Light Industry may save kopecks by delaying the construction of retting shops but the state loses, not only in direct expenditures but also in the form of irreversible losses of a

great deal of raw material ready for industrial processing. To augment the overall profitability of flax production, light industry should, of course, assume this new burden and the attendant capital spending. It is the duty of the industry's party organizations to oppose administrative-mindedness and insist on an unconditional fulfillment of government directives for expanding the industrial processing of flax.

It appears that in other cases too the establishment of new economic relations does not in itself dislodge the administrative compartmentalization, and much will hinge on the attitude of individuals and their loyalty to the common cause, the extent to which they assimilate the new principles on which the relations among partners are being built. This precisely is the domain in which the decisive factor is the position and activism of party organizations, their principled approach and their ability to assess the results of economic performance from the standpoint of interests of the state. How much can be achieved in this respect by competent and energetic intervention of the party is exemplified by Tyumen Oblast.

As known, land reclaimers and farmers have long been disputing, with the reclaimers desiring a greater volume of fixed types of operations which would serve to maximally utilize equipment and the latter desiring to increase cropland fertility.

In Tyumen Oblast this conflict was no less sharp than elsewhere. The fields in that oblast are relatively small and alternate with swamps, patches of shrub and tree-stump areas that require cultivation. In many places it is sufficient to drain one or two small bogs and clear the patches of shrub invading the plowland in order to obtain an extensive tract of plowland which could be tilled with heavy-duty high-capacity equipment. This is effective, but for this very reason land reclamation experts do not like the idea, because the low cost of the land reclamation operations required means that they will not be profitable.

Yet this was needed. The Tyumen Oblast party committee, on having discussed and approved the related plan of action at its plenum, posed the task of converting to arable land as soon as possible 250,000 hectares of neglected and partially shrub- and even forest-overgrown land. A total of 270 specialized links with more than 2,000 equipment operators and 1,700 tractors equipped with high-capacity soil-cultivating implements was organized. Land reclamation organizations and farms are jointly forming such links. In addition, personnel and equipment are being provided by the "Sel'khozkhimiya" and "Sel'khoztekhnika" agricultural chemicals and machinery associations as well as by industrial enterprises. What is particularly valuable is that in that oblast a

method of reconciling the material interests of the organizations and enterprises assigning personnel and equipment to these mobile links has been found.

As a result, during the first 2 years of the five-year plan the area of arable land has increased by 95,000 hectares, the size of the average field has grown, and grain crop yields for the oblast as a whole have risen to 18.4 quintals per hectare. The effectiveness of the use of reclamation equipment has decreased, but the reclamation cost per hectare is only 200-250 rubles.

The experience of Tyumen Oblast has been approved by the Presidium of the RSFSR Council of Ministers and recommended for widespread introduction. It is to be hoped that it will also be emulated by the "Glavnechernozemvodstroy" [Main Administration for the Water Management of the Non-Chernozem Zone], where the already colonized lands sometimes are not maintained and thus again become unsuitable for cultivation. As a result, the plowland and meadowland areas in that zone are growing at a smaller rate than expected. Under the pressure of the agro-industrial associations, the "Glavnechernozemvodstroy" has begun to establish special links of mechanizers and equipment for the upkeep of cultivable lands, but this is still being done slowly and cautiously.

Attempts to analyze the reasons why there are still so many complaints about the organizations serving agriculture quite often reveal that these organizations do fulfill their plans and receive sufficient bonuses. Their plans are, as a rule, based on past accomplishments, but indicators of this kind do not provide a yardstick for determining the extent to which the needs of farmers are being met. The pace-setters not infrequently turn out to be not those who strive to accomplish more and better but those who succeed in fulfilling unrealistically low targets that do not require much effort.

Given its as yet weak defenses against the caprices of weather, agriculture requires devotion, selfless and industrious work and tenacity. These qualities are needed for not only animal husbandrymen and crop growers but also all those called upon to facilitate their work and help them.

1386

CSO: 1827/312

CONSUMER GOODS PRODUCTION AND DISTRIBUTION

EQUIPMENT FOR MEAT, DAIRY INDUSTRIES EXHIBITED IN KIEV

Moscow MOLOCHNAYA PROMYSHLENNOST' in Russian No 9, Sep 83 p 9

[Article by M. O. Baranov, "Ekspotsentr" All-Union Association representative: "An Exhibit of Equipment for the Meat and Dairy Industry"]

[Text] The Second International "Myasomolmash-83" Exhibition is being held from 14 through 22 September in the capital of the Soviet Ukraine, Kiev. It is being organized by the All-Union Association "Ekspotsentr" of the USSR Industrial Chamber of Commerce.

The exhibition has been organized for the purpose of exhibiting the latest scientific-technical achievements of foreign countries in the sphere of production of equipment, instrumentation and packaging materials for the meat and dairy industry, for the exchange of scientific-technical experience between Soviet and foreign specialists, and for establishing business contacts and developing trade relations between the organizations of interested countries.

The thematics of the upcoming review is divided into 24 sections, which encompass all the spheres of the meat and dairy industry.

The exposition will present production lines for making ham, separators, equipment for pork processing (Austrian company "Vladash"), as well as automatic analyzers for determining the content of fat, protein and carbohydrates (English company "Bermand").

Specialists will have an opportunity to become acquainted with automated control systems in the meat and dairy industry, with equipment for the mechanization and automation of cargo handling operations, with instruments for determining the quality of raw materials, semi-finished products and finished production, with the latest installations for making sausage products, for edible rendered fat, for meat and dairy canned goods, for whole milk products, cream, cheeses, ice cream and egg products, and with equipment for processing products by ultrasound, super high-frequency power, and sublimation installations.

The "Myasomolmash-83" exhibition will be of interest to workers in the dairy industry.

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12322

CSO: 1827/14

CONSUMER GOODS PRODUCTION AND DISTRIBUTION

NEW KOMUNISTI RUBRIC FOCUSES ON TEA SHORTAGE

[Editorial Report] Tbilisi KOMUNISTI in Georgian on 21 July 1983 page 2 introduces a new rubric "Trade, Organization, Problems" to spotlight problems in trade and consumer services.

The first article under the rubric is distinguished journalists D. Gedenidze's and Sh Gvinianidze's 1400-word piece recounting a tour of Georgia in company with some guests from Azerbaijan, who expressed a desire to have a glass of the famous Georgian tea before they left for home. Imagine their hosts' chagrin when, time after time on the trip from Samtredia to Tbilisi, in whatever cafe, tavern, restaurant or "teahouse" they inquired at, a simple glass of tea was not to be had. They did encounter unsanitary facilities, managers' excuses, and offers of all manner of alcoholic refreshments instead ("we don't get much call for tea," is the usual response). And this in a republic which raises and processes tons of tea, holds Tea Days celebrations, and trumpets its product's glories all over the land!

SERVICES OF GEORGIAN SAVINGS BANKS SKETCHED

[Editorial Report] Tbilisi KOMUNISTI in Georgian on 19 July 1983 page 3 carries a 700-word piece by D. Svianashvili, chief of the republic Gostrudsbekassa Administration, concerning the services provided by the sberkassas [savings banks]. These include direct payroll savings, payment of utility bills automatically, issuance of bank checks in amounts from 200 to 10,000 rubles for the purchase of big consumer goods (obviating the need to carry the cash), and so on. Operating hours have been extended now for the convenience of workers.

GEORGIAN LIGHT INDUSTRY CONTINUES TO PRODUCE UNSALEABLE GOODS

[Editorial Report] Tbilisi KOMUNISTI in Georgian on 31 July 1983 page 1 carries G. Chikvinidze's 1700-word article on the generally deplorable state of consumer goods production (primarily clothing and footwear) in the Light Industry Ministry, though to be sure there have been some improvements lately and a few Georgian-made items are even preferred to imported ones. Though overall plans are regularly fulfilled, contract and delivery terms stipulating assortment and quality are most often unmet, resulting in millions of rubles in fines paid. Despite the fact that unsold clothing and footwear continue to pile up on store shelves and in warehouses because customers don't want them, the various enterprises and associations "go on blithely turning them out" in great quantities, for such

"plan fulfillment" yields "benefits." Millions of rubles' worth of these products are exported out of the republic on the basis of "unfunded sales" [nefondirovannaya prodazha]. Can it be that what Georgians don't want, someone elsewhere does? Who is benefitting from this? The author emphasizes several times the lack of planning and demand survey liaison between the industry and the trade network and urges more coordination. In his summary he hints that behind all the mismanagement and shortcomings there may also be wrongdoing.

CSO: 1813/832

CONSUMER GOODS PRODUCTION AND DISTRIBUTION

CARTOON COMMENTARY ON CONSUMER GOODS

Moscow KOMMERCHESKIY VESTNIK in Russian No 17, Sep 83 p 44



FASHION SHOW



[No Caption Given]



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CSO: 1827/28

CONSUMER GOODS PRODUCTION AND DISTRIBUTION

PROBLEM OF IMPROVING QUALITY OF GOODS REMAINS ACUTE

Moscow PRAVDA in Russian 13 Aug 83 p 1

[Editorial: "Goods: Demand and Quality"]

[Text] More and more goods are appearing on the counters of our stores. In the first two and a half years of the 11th Five-Year Plan light industry has amassed some experience in producing contemporary goods in great demand. Fabrics of new design in contemporary packaging have begun to be sold. In the light and textile industries progressive methods of organization of producing clothing, fabrics, and footwear have been more widely utilized and the stock of equipment is being updated.

Improving the quality of goods and their consumer features is an important issue of CPSU economic policy. "Standards of quality," noted Comrade Yu. V. Andropov at the June 1983 Plenum of the party Central Committee, "should be set at the highest level without any concessions."

A broad program of measures for satisfying consumer demand is envisioned by the decree of the CPSU Central Committee and USSR Council of Ministers on increasing production of goods and improving their assortment and quality. Now working people in industry and trade are developing practical work toward urgent implementation of the outlined measures.

Products from the Moscow Sewing Production Association, the Velikiye Luki Flax Combine, the Sverdlovsk Worsted Goods Combine, and many other enterprises and factories invariably enjoy good demand. Their collectives work in close collaboration with factories producing parts for them and with trade and operationally reorganize production of products the people need at precisely the given moment. Comprehensive systems of quality control operate effectively here and a high level of production sophistication has been achieved.

Energetic work to improve consumer qualities of articles is also being conducted at a number of group A enterprises where cultural-domestic and household goods are produced. This was graphically demonstrated at the recent all-Union fairs for wholesale marketing of complex products -- radio and television equipment, tape recorders, cameras, and refrigerators, held in Moscow.

Today tens of thousands of consumer goods have been certified with the Mark of Quality. But in spite of this the problem of improving the quality of goods and expanding their assortment remains acute. In the course of a number of years the quota of faulty and reduced-grade products accepted by trade organizations has not been reduced.

A large number of goods have not found a market because many enterprises manufacture them with deviations from standard specifications and dispatch them to consumers with gross production defects. This applies to several products of the Lvov Motor Plant, the Berdsk Radio Plant, the Novosibirsk Elektrosignal Plant, and a number of other enterprises.

Delivery of products by trade organizations which do not meet the demands of purchasers complicates the task of balancing supply and demand. In spite of discounts which are offered, every year billions of rubles worth of unmarketable and old-stock goods do not sell in trade. And this means actual reduction of trade resources envisioned in the plans. The true path to improving the quality of goods is strengthening labor and technological discipline and perfecting production planning.

Beginning this year assignments have been established for all republics, ministries, and departments for production of consumer goods per ruble of the wages fund. The issues of balancing financial incomes of the population and production of consumer output are tied together in the same way throughout the whole country and in sectors, republics, krays, and oblasts. Managers and party organizations of ministries, departments, and enterprises must take the implementation of these plans under their continuous control.

An important role in production, distribution, and improvement of goods belongs to trade workers. Trade orders should be the law for industry. Trade workers are being called on to be more exacting toward industry for the organization and increase of production of goods and to intensify control over fulfilling contracts for delivery of goods. In order to improve the quality of output manufactured articles which are not in consumer demand must be removed from production according to the demand of trade without delay and new articles must be produced. At this point trade is asserting its rights weakly. As a result low-quality goods sometimes make their way to the store counters, even to the purchaser. It is necessary to increase the material responsibility of production collectives for producing mass demand goods and for dispatching products known to be faulty into trade. Departmental technical control workers who are "struggling" along with all collectives to fulfill volume indicators of plans and close their eyes to obvious defects must be held more strictly accountable.

Demands of the population for goods and manufactured articles of the so-called simple assortment and for inexpensive but durable and high-quality articles are still not being satisfied. Above all the reason for this is that trade organizations study demand for this output poorly, mainly because, it appears, the sale of this output raises the volume of merchandise turnover very little. Trade is called on to prepare claims for goods with better substantiation. Precise knowledge of the demands of the population will eliminate unwise reorganization of production.

Increasing production and improving the assortment and quality of consumer goods is one of the most important party and state challenges in the system of measures being implemented to improve the living standard of the Soviet people. The efforts of party, Soviet, trade union, and Komsomol organizations and economic managers must be directed toward this. Local party committees and Soviets of Peoples Deputies must carefully analyze how to raise production of high-quality goods at enterprises, help them adopt the best experience, and hold those managers who do not show initiative in this matter strictly responsible.

The more high-quality, in-demand goods which appear in the stores, the more fully the ever-increasing demands of the population will be satisfied and the more beautiful and prosperous the life of the people will become.

12,424

CSO: 1827/12

CONSUMER GOODS, PRODUCTION AND DISTRIBUTION

TRADE FAIR ILLUSTRATES FAILURE TO MEET STANDARDS

Moscow SOVETSKAYA TORGOVLYA in Russian 4 Aug 83 p 1

[Article: "In the USSR Ministry of Trade"]

[Text] From May through June, inter-republic wholesale trade fairs for selling cultural and domestic, athletic, household articles and jewelry in 1984 took place. The USSR Ministry of Trade collegium summed up these fairs. It was noted that the purchases of cultural and domestic, athletic, household articles and jewelry at inter-republic fairs were worth 21.6 billion rubles. This included cultural and domestic and household articles worth 18.7 billion rubles, or 471.7 million rubles more than in 1983. Purchases of jewelry declined.

The inter-republic turnover of the articles not included in centralized planning was worth 2,688,000 rubles and increased by 91.8 million rubles (3.5 percent) compared to last year.

In 1984, the requirements of trade organizations will be met for a substantial number of manufactured goods, including cameras, most color television brands, ember-fire-heated samovars, down and feather goods, pianos, wristwatches, mopeds and other items.

At the same time, the volume of items purchased does not fully meet trade requirements for china and glazed pottery, steel enamel ware, sewing machines, thermos bottles, ground oil paints, wallpaper, toys, heavy motorcycles, galvanic cells and other items.

Because of the lack of suitability of the available assortment or the low quality of some available goods, various cultural and domestic and athletic articles worth 900 million rubles and household items worth 250 million rubles were not bought from industry at the fairs. These articles include some television brands, radio receiving equipment, cameras, quartz wristwatches, refrigerators and automatic washing machines.

Based on the results of the fairs, it has been decided to continue working with industry to readjust the assortment of goods not bought at the wholesale trade fairs and to make additional agreements for their delivery.

The Collegium of the USSR Ministry of Trade, reviewed the speed of the fulfillment of the task of putting into practice and increasing the production capacities of trade enterprises in the Azerbaijan and Georgian SSRs.

It was noted that the Azerbaijan SSR Ministry of Trade did not meet the quotas for the first 2 years of the current Five-Year Plan for putting general warehouses into operation, expanding the trade space in the retail network (the fulfillment is 40 and 48 percent, respectively), and also increasing the number of seats in public eating establishments. Construction of the refrigerator facility in Sumgait is in danger of breaking down. Problems connected with the construction and putting into operation of a facility for supplying railroad dining cars during the current Five-Year Plan have still not been solved. One of the reasons for falling behind is the dispersal of capital investments among numerous construction projects. The republic trade organizations are not active in attracting credits for construction in excess of the plan; they are not persistent enough in effectively and completely utilizing funds from the 5 percent deductions from housing construction.

The Georgian SSR Ministry of Trade fulfilled the quotas for the first 2 years of the Five-Year Plan for putting general warehouses into operation by 139 percent and for expanding the network of moderately priced public eating establishments by 240 percent. Measures have been taken to ensure putting refrigerators into operation in the city of Kutaisi in 1984. The introduction into operation of facilities for supplying train dining cars in Tbilisi and Sukhumi in 1985 has been planned.

However, here, too, the capital investments deducted from housing construction have not been fully utilized. Therefore, the plan for expanding the capacity of trade facilities in the republic has not been fulfilled.

A decision on the subject under discussion has been reached.

The Collegium reviewed the question of USSR Ministry of Trade apparatus' work with workers' letters.

12478

CSO: 1827/303

HOUSING AND PERSONAL SERVICES

OVERVIEW OF PLAN FOR PERSONAL SERVICES GIVEN

Moscow EKONOMICHESKAYA GAZETA in Russian No 32, Aug 83 p 6

[Article: "Consumer Services"]

[Text] There is no family in our country which has not used personal services. Thirty million people use more than 900 types of personal services daily--from dry cleaning and laundry to repair of residential apartments.

Personal services have become a major sector of the national economy, which actively influences the raising of workers' living standard. During the past 7 years alone the state allocated more than 2.5 billion rubles in capital investments for its development. More than 400,000 public service centers, clothing repair and tailoring shops, modern enterprises, shops, workshops and receiving centers, which employ nearly 3 million people, are operating in republics, krays and oblasts. This year, the value of services rendered to the country's population will amount to more than 9 billion rubles.

During the current five-year plan, it is planned to increase the volume in selling personal services nearly 1.5-fold compared with the past five-year plan, raise the quality in fulfilling orders and standard of services and accelerate the development of a network of enterprises in the rural area and the country's eastern regions.

At the June (1983) plenum of the CPSU Central Committee, Yu. V. Andropov named overcoming the lag in the sphere of services among the immediate tasks. Despite the achieved scale of consumer services they still do not meet the increased requirements of the Soviet people. A benevolent influence on the change for the better in the sphere of services is exerted by the decisions of recent plenums of the CPSU Central Committee as well as by the measures defined in the March resolution of the party and the government "On Further Development and Improvement of Consumer Services."

In the first half of the year, the plan for selling personal services was fulfilled in the country as a whole. The rate of increase--6 percent--was higher than last year--5.1 percent--in the same period. However, personal service

collectives of five Union republics--Azerbaijan, Moldavia, the Russian Federation, Tajikistan and Turkmenistan--have failed to cope with the established task and the planned level was not achieved there yet. In the rural area the volume of personal services increased by 6.7 percent, but the plan still fell short of fulfillment. Serious organizational work is needed to eliminate the lagging which still exists and to fully satisfy the requirements of the rural population.

New Types of Services

Year after year the life of our country's workers is becoming more comfortable and requirements of the people in consumer goods and high quality services are increasing.

New types of services are coming to cities and villages of our country. In the Russian Federation more than 80 percent of television sets, refrigerators, washing machines and other large-size items are repaired at a client's home. Prompt fulfillment of an order on the same day that it is received, exchange of items for those repaired earlier and many other forms of services are enjoying increasing popularity.

Good appraisal of the population was received by the method of receiving laundry for washing and delivering it to clients on the basis of mutual trust between a client and a personal service enterprise. Forty percent of the total number of centers are operating according to this method in Belorussia. Subscription services also gained broad dissemination.

By a decision of local organs, construction of self-service laundries with the funds of agricultural enterprises and organizations was begun in sovkhozes and kolkhozes in Belorussia during the 11th Five-Year Plan. Nearly 80 such laundries are already in operation. Experience confirms: female rural residents save up to 7 hours "for themselves" in doing one wash at a self-service laundry.

Much is being done in Belorussia in order to bring personal services closer to places where workers either live or work. The Minsk "Progress" Association, which has links with nearly 40 industrial enterprises of the city, has received and fulfilled orders for producing and repairing garments valued at approximately 200,000 rubles. These are only individual examples. In order to stimulate and accelerate expansion of types of personal services, the republic's ministries were permitted as of this year to create centralized funds for awarding bonuses to workers of enterprises and organizations who participated in introducing new types and forms of personal services.

The brigade form in organizing and stimulating labor has very much promoted raising the quality of services and accelerating fulfillment of orders. At personal service enterprises in the Russian Federation alone there are 50,000 brigades which unite half of all workers in the sector. The contract brigade method, which has proven its advantages and is successfully used at personal service enterprises in Leningrad, Donetsk, Kaliningrad and some other cities, is being disseminated on a larger scale.

For the Convenience of Clients

It is not only important to expand the types of services, but also to render them during times convenient for the clients. Serious work is now being conducted in all areas to improve work schedules of personal service enterprises. In the Russian Federation nearly 45,000 personal service enterprises (this is almost one-half) were switched to a 1.5-shift or double-shift work schedule. Nearly 80 percent of barbershops in cities provide services to the population from 0700-0800 to 2100-2200 hours. Every third enterprise works according to a sliding-scale or by dividing the workday into two shifts. More than half of all household appliance master repairmen now end their workday not earlier than 2000 hours. It must be said that regulation of schedules has its specific features: optimal work time of many enterprises should be selected by taking into consideration employment of people in a given area.

First of all, this concerns rural residents. The network of integrated receiving centers as a whole has been constantly growing in the rural area. They are currently operating on 42,000 farms. However, there have been unjustified delays in establishing general receiving centers in some areas. In Uzbekistan, for example, more than 400 kolkhozes and sovkhozes still do not have such centers and half of the operating ones are housed in facilities which do not conform to the conditions set for personal service enterprises.

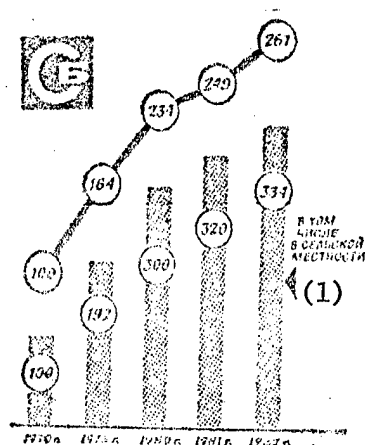
Nearly 600 sovkhozes and kolkhozes in Georgia (half of all farms in the republic) do not have general receiving centers. A similar situation also exists in Azerbaijan. The network of such centers is poorly developed in villages in Kirghizia, Tajikistan and some oblasts in the RSFSR.

How to fundamentally improve the situation in a brief period of time? Much assistance in this respect can be rendered by ministries and departments which are charged by the recent party and government resolution to participate in the construction of public service centers and other public service facilities with own funds of industrial, transportation, construction and other enterprises and organizations and to set aside premises for general receiving centers. Good experience has been accumulated in Tyumen Oblast, which is so complex with respect to weather conditions and size. Here funds of oil and gas workers were used to construct large personal service enterprises in Nizhnevartovsk, Surgut, Nadym, Urengoy and other cities and populated places. The number of clothing repair and tailoring shops, repair workshops and receiving centers was almost doubled during the past 8 years. A large number of personal service enterprises was constructed by industrial associations and combines in Yaroslavl, Uglich, Rybinsk and Rostov-on-Don.

However, far from all supervisors of industrial enterprises are devoting such attention to the needs of personal services. The fuel and power complex of Ekibastuz is developing rapidly. Last year alone, 200 million rubles in capital investments were allocated for its formation. Huge electric power stations, numerous enterprises and residential microrayons are being constructed. The USSR Ministry of the Coal Industry [Minugleprom] also allocated funds for the construction of a public service center (unfortunately, the only one in the city). But its construction is being conducted very poorly by the

Ekibastuzenergostroy Trust (E. Filatov, chief). Last year, only 7 percent of the planned work was fulfilled. The Mordovskoye Territorial Construction Administration (chief P. Grak) of the USSR Ministry of Construction [Minstroy] fulfilled its plan by only 8 percent in constructing the Saranskaya Furniture Repair and Manufacturing Factory. Construction of the project has been underway... since 1977!

Increase in the Volume of Services Sold to the Population
(1970 = 100 percent)



Key:

1. Including the rural area

It must be said that that construction worker collectives should not keep themselves aloof. Their duty is to actively participate in the affairs of their enterprises, as specified for them in the law on labor collectives.

To Raise Labor Efficiency

Advanced industrial equipment, which makes it possible to sharply raise the quality of services and labor productivity, is being introduced at enterprises on a broader scale. Every year dozens of enterprises of various ministries supply the sector with nearly 150,000 units of basic and auxiliary industrial equipment. However, requirements for this equipment are being met far from completely. On the whole, manual labor still predominates in many operations in public services.

With the aim of accelerating mechanization of labor, the RSFSR Ministry of Consumer Services, as the leading ministry of the sector as regards orders for creating new equipment, has coordinated and confirmed together with the Ministry of Machine Building for Light and Food Industry and Household Appliances (Minlegpishchemash), the Ministry of Construction, Road and Municipal Machine Building (Minstroydormash), the Ministry of the Communications Equipment Industry (Minpromsvyazi) and some other ministries plans for creating during the 11th Five-Year Plan and the beginning of the 12th Five-Year Plan 90 new types of

future equipment for enterprises engaged in dry cleaning, laundering, repairing household appliances and radio and television equipment and repairing and manufacturing footwear and sewn and knitted goods.

Unfortunately, the plans are being fulfilled very slowly. At present, out of the 28 items of new equipment for sewing enterprises proposed by the RSFSR Ministry of Consumer Services only four were placed in production by the Ministry of Machine Building for Light and Food Industry and Household Appliances. Workers of the Ministry of Machine Building for Light and Food Industry and Household Appliances must find reserves for accelerating the output of this needed equipment.

Great difficulties in the organization of repairs of household appliances are created as a result of failure by many industrial ministries to fulfill their obligations as regards technical equipping of the sector's repair facilities. Orders of enterprises engaged in repair of radio and television equipment for delivery of monitoring and testing instruments and means of diagnosis, adjustment and repair of equipment were met by 78 percent last year. The personal services have been waiting for 8 years to receive from enterprises of the All-Union Electrical Equipment Association (Soyuzelektroagregat) (chief V. Mikhaylov) and the All-Union Repair and Modernization of Electrical Equipment Industrial Association (Soyuzelektroremont) (chief Yu. Belousov) of the Ministry of the Electrical Equipment Industry (Minelektrotekhprom) a set of equipment for repairing electric motors of household machines. Spare parts for household appliances are still being received in insufficient quantity and erratically.

Success is Determined by Cadres

Success of work in public services, like in all areas, is decided by the cadres of skilled workers. They are being trained for the sector by 5 VUZs which have affiliates in many cities, 30 technical schools and nearly 300 vocational and technical schools and industrial training centers.

Educational and production combines and schools of the Ministry of Consumer Services of the Russian Federation are expanding the acceptance of students. Last year, they graduated more than 30,000 skilled workers in 80 various professions, including nearly 11,000 people trained for the rural area. During their studies the students rendered nearly R1.5 million worth of personal services to the population of the republic. But far from all possibilities have been used for strengthening personal service enterprises with skilled personnel.

It is known that the Komsomol has manifested a valuable initiative--to assign in a public appeal order a large detachment of youths to work in the personal services system. The objects of personal services, which are Komsomol shock construction projects in the current five-year plan, have been defined. Among them are a personal service center in Barnaul, a furniture repair and manufacturing factory in Brezhnev City, a footwear repair and manufacturing enterprise in Chita and some other enterprises. Some 40,000 Komsomol members are now assigned every year on Komsomol travel orders to enterprises of the sector, including nearly 15,000 to specialized schools and VUZs.

The sector's requirement for new trained personnel is enormous. Last year in Kazakhstan, for example, out of the 15,000 people who came to work in public services only 6,000 were trained in vocational and technical schools and training centers. Only four of the 19 oblasts in the republic have an educational base for training worker cadres.

The country's personal services are now at an important point. Their workers must do everything possible in order to successfully fulfill the 1983 plan and the five-year plan as a whole, make up for the underfulfillment and completely implement the tasks set by the party and the government and aimed at developing and improving personal services.

9817

CSO: 1827/294

HOUSING AND PERSONAL SERVICES

PROCEDURES FOR BANK CREDIT EXTENSION TO STORES EXPLAINED

Minsk SOVETSKAYA BELORUSSIYA in Russian 4 Aug 83 p 2

[Interview with P. V. Yanus, director of the Belorussian Republic administration of the USSR All-Union State Standard, V. S. Klepcha, director of Gosbank, N. Ya. Rakov, director of Construction Bank, and I. P. Filipovich, director of the Ministry of Finance, by V. Sivakov, correspondent of the Belorussian Television Agency, in the article: "The Demand Is There. Are there Goods?"; dates and places not specified]

[Text] A person left the store without the purchase that he needed. He left once, twice, three times. Specialists today suggest that this unfortunately frequent fact be considered an extraordinary event, for the consequences of this seemingly harmless situation are too painful. The consequences are painful for each of us and bad for the economy, because without the normal sale of goods, there is no normal production, and the economy does not operate correctly.

In March of this year, the plenum of the Belorussian Communist Party Central Committee examined in detail the problems connected with increasing production and improving the quality of goods for the people. Then, the decree of the CPSU Central Committee and the USSR Council of Ministers "On Additional Measures for Improvement in Providing the Population with Consumer Goods in 1983-1985" was issued. This document urges ministries and departments to do all that is possible to see that quality products that are in demand would receive the most urgent priority.

How has such an important official task been implemented? This is the subject of the conversation of a correspondent of the Belorussian Television Agency (BELTA) with administrators of a number of departments.

The first address is the Belorussian Republic administration of the All-Union State Standard.

P. V. Yanus, the director of the administration, said, "This year, republic enterprises should put 1300 new types of cultural and domestic products into production. It is clear that the concern is not with the numbers, but with the fact that, until recently, there would have been 1300 accompanying problems. Sometimes, the situation became strange. For example, once a food cutting board had 13 'parents.' Its way to the kitchen was blessed by the Sevzapmebel' VPO [not further identified], BSSR Gosplan, the BSSR Ministry of Health, State Inspection of Quality of Goods, the Cultural-Domestic and Household Trade Facility, the Administration of Technical Progress and several other branches of the republic Ministry of Local Industry, etc. Unfortunately, this example is typical; there are hundreds of them. For months, developers submit technical documents in different departments, plants send expeditors, and efforts are wasted for nothing, and marketable goods wait. And at the same time, notice, somewhere in that vicinity or, let us assume even in a distant city, similar or even exactly the same articles have been produced for a long time. This is not taken into account: you want to organize your own production, beginning from nothing.

The situation is improved now. The developing of technical specifications for goods made according to models and also for goods of the simplest designs has been cancelled. Incidentally, only 15 days are now allotted for the agreement of specifications. The deadline is adequate if you take into account that the agreement is processed simultaneously in all departments, and only one signature is enough from each of them. This is a very important detail: it is possible to use the specifications regardless of the enterprise's department jurisdiction. The enterprises themselves and executive committees of oblast and city soviets have received the right to approve the specifications for goods with the simplest design, for whose production ministries and departments are not responsible. The deadline for preparing specifications for State registration has been shortened from two months to one.

Question But haven't there been delays in your services, Petr Voytsekhovich?

Answer Alas! Approximately half of the documents must be returned for completion. It is generally because of mistakes in drawing them up, the absence of quality indicators and duplication of the level attained. The fact is that every five years, the technical parameters of the articles must undergo serious appraisal with consideration of progress in science and technology. Unfortunately, developers, with the silent approval of higher organizations, try to disregard progress, even decreasing quality, and try to get permission to deviate from the requirements of the All-Union State Standard (GOST). In such cases we take a position based on principle, for we must not simplify the procedure for developing and approving specifications for consumer goods to the detriment of their quality, P. V. Yanus said in conclusion.

It is obvious that for an enterprising, far-sighted specialist tactics in mass goods production will be determined by demand and not the reserves in storage facilities, by the features of fashion and season and not by the extent of adjusting the production line. But the demand is for high-quality articles. And this, it is known, costs money. Capital is necessary to improve production and the base for a new and unfamiliar business. And Gosbank and the Construction Bank have not disregarded this.

The correspondent met with the directors of these institutions, V. S. Klepcha and N. Ya. Rakov. Here is a summary of their answer.

Answer The bank has been allotting unlimited credits for organizing the production of goods for the people. Recently, specialists of the Minsk and Brest Associations of the Milk Industry, the Lida Plant of Electric Articles, the Orshanka Flax Combine, and a number of enterprises of the republic Ministry of Forest Industry and the Ministry of Local Industry have used these credits wisely. If during the years of the 10th Five-Year Plan, the enterprises of all sectors borrowed, let us say, 25 million rubles from Gosbank for the development of the consumer goods industry, then the loan for that purpose would reach 31 million for just the last two years. At the same time, clients are especially willing to make use of long-term loans for above-limit capital expenditures under conditions of carrying out the measures for which they are being given credits within a year and repayment of the credit during the two following years.

It should be emphasized that by having interest for credit, the bank stimulates shortening of the period for getting goods to the counter. If a project is put into operation on schedule, then a two-percent annual interest is charged for the use of the loan. If there is a start ahead of schedule, the rate will be one-half as much, and the rate will double in the case of late completion. And what is more, the bank may recover the loan ahead of schedule.

Favorable conditions for extending credit to develop production and improve the quality of goods are also specified for heavy industry enterprises which plan to bring up their output to the amount of the wage fund of all workers involved.

Question And besides, we must assume that the bank's participation in this business is not limited to the role of "money bags"?

Answer The bank never "unties the bags," until it is convinced that the production of the goods really necessary for people and wanted at the counter is being planned. Haphazardness and a lack of control in the economy are always dangerous. This is why it is necessary to determine beforehand the demands of the marketplace, the resources of the enterprises, the marginal amounts of individual articles' output, and the indispensable condition: an accurate observance of contracts and mutual commitments of industry and trade. Here the institution of the bank uncompromisingly upholds the interest of both the State and consumers.

Question There are many surplus goods on the counters and in warehouses of stores and facilities, while the demand for them is not met. Because the consumers will not settle for their quality a question is in order: what key economic factors can and must "work" for a high prestige of goods?

Answer In answer to that question, I. P. Filipovich, republic deputy minister of finance, emphasized that high-quality production is profitable. The effort and expenditures are justified by both the high income and reliable

depositing in the plant collectives' general bank. For example, specialized enterprises have long been receiving a supplementary profit withholding tax for producing articles with the emblem of quality. Further, 70 percent of the markup on retail prices remains at the disposal of the enterprises which supply the consumer with improved quality goods with an index of "N"; 15 percent of this goes into a bonus fund. Last year, the BSSR Ministry of Light Industry sold 567 million rubles worth of these goods, receiving almost 90 million rubles in markup. At the same time, bonuses are paid to the enterprises independently of the results of their activity with regard to other indicators and over and above the sum of other bonuses. In addition, the rate of profit is not planned beforehand, but is added to the grand total of the activities. This is a strong stimulant. It is not accidental that the ministry intends to produce 810 million rubles worth of goods with an "N" index this year, and throughout the republic, their production will reach almost one billion rubles.

Question Iosif Pavlovich, how are direct ties encouraged between the enterprises and stores which are aware of the latest consumer demands?

Answer The appearance of goods with contract prices is the concrete realization of such ties. The prices are determined with consideration for the fact that the creation of an original and elegant item requires corresponding outlays of time, energy, and materials. If a person likes an article, he will willingly pay an "above-norm" price, won't he? Everyone would win. Half of the additional savings are assigned to the State budget; the rest goes to the enterprise: 30 percent for workers' bonuses and 20 percent for social needs. The matter is certainly beneficial, but for the time being, its pulse is weak. Last year, 8 million rubles worth of such goods were produced, but 4 million more had been planned. Unfortunately, the strength of inertia and the habit of working in the old way prevail even with such a promising beginning.

The nonspecialized enterprises have great potential for producing articles for the marketplace. Excellent conditions have now been created for them. Since the beginning of this year, an effective system of incentive measures has been stipulated in order to fulfill the tasks of producing goods per ruble of the wage fund and improving the quality of the goods. However, again with regret, it must be stated that time is passing, and the new incentives are not working, even in a lukewarm manner; the specialists and directors of enterprises do not know them well. It is important to get the problem's solution moving, not by pressure or order, but by the managers' enterprising nature locally.

Question Starting next year, the republic plans to consider and use all industrial wastes for producing consumer articles. What financial measures will be supporting such a large-scale operation?

Answer Each enterprise must be our ally, directly interested in success. For this reason, the State is leaving practically all of the profit that the plant receives from making goods produced from wastes in the enterprise's consumer goods fund. The enterprise may use 35 percent of the fund for payment

of bonuses to the workers and for social and cultural needs; 60 percent will be directed towards expanding and modernizing production. The means not used by the end of the year remain on the account of the first owner.

Comment The path of a new product from the designing board to the counter is sometimes long and thorny. However, already today, the mistakes, poor cooperation between enterprises, and systematic disorders have given way to coordinated joint work. There are no more financial and managerial dead ends blocking the way of initiative. A recent decree of the CPSU Central Committee and the USSR Council of Ministers broadening the rights of industrial enterprises in planning and economic activity in the form of an experiment put the control lever of the economy into the hands of the producers: search, suggest, and improve the business.

12478

CSO: 1827/308

HOUSING AND PERSONAL SERVICES

SERIOUS PROBLEMS WITH PUBLIC CATERING EQUIPMENT, TECHNOLOGY DETAILED

Moscow PRAVDA in Russian 17 Aug 83 p 3

[Article by V. Shimanskiy, RSFSR Minister of Trade, under the rubric "Man and the Service Sphere": "Equipment in Trade"]

[Text] New residents of a housing development built in the outskirts of Moscow in Kuntsevskiy Rayon speak warmly of the self-service store recently opened there. It has a spacious bright hall, attractive decoration, and bright signs for goods. But these are not the only things that attract visitors. In a matter of minutes people buy everything they need. Let us take note -- equipment, which there is a great deal of, helps them do this. This means refrigerator cases with open display of goods, containers with products in small packages, and electric cash registers which speed up charges for purchases.

Striving to improve services to working people sharply, broad use of equipment is precisely what we are counting on. And operations hidden from the eyes of the customers -- warehouse, transport, and loading and unloading -- cannot be accomplished today without mechanization.

In the current five-year plan commodity turnover of state trade in the Russian Federation should rise by 28.3 percent; in 1985 it will amount to 146 billion rubles. In order to insure such growth it is planned to increase the sales areas of stores by more than 2 million square meters and expand public catering enterprises by 1.3 million places. Right here the question of how to recruit personnel becomes particularly critical. If growth rates established earlier continue, it will be necessary to enlist 400,000 additional working people. In light of the general shortage of labor resources, this must not be counted on. We must develop the sector without increasing the number of personnel. This means the only way is technical re-equipping and mechanization of labor-intensive processes.

Since the beginning of the current five-year plan, 320,000 units of various kinds of equipment, including 63,000 hoisting and transport units, have already been introduced in stores and dining halls, depots and refrigerator facilities of our system.

Nevertheless, what has been done is still not satisfactory. Suffice it to say that only 20 percent of the jobs at trade enterprises are mechanized. Most

loading and unloading and warehouse operations, preparation of goods for sale and in public catering, food preparation, dishwashing, and clean-up are done by hand. Of the total number of workers, over half are engaged in such labor.

The situation is aggravated by the fact that year after year the needs of the sector for mechanized equipment are 60-70 percent satisfied, and for many kinds of equipment, even lower. For example, in the current year only 700 electric lift trucks were allocated for the RSFSR Ministry of Trade, while at least 3,500 were needed, and we order 1,000 electric carts but will receive 250. Often even equipment allocated from state resources does not come since its production breaks down. For example, during the 10th Five-Year Plan the USSR Ministry of Machine Building for Light and Food Industry and Household Appliances delivered 150,000 pieces of machinery less than envisioned by the plan.

Many types of equipment produced for trade have become outdated and industry is in no hurry to develop and introduce new ones. This applies in particular to refrigerator equipment. Most units do not have automatic defrosters. They are cumbersome, their heat engineering and energy indicators are low, and the noise level is high. Production of refrigerator cases, display windows, and shelves with foam polyurethane insulation and forced air circulation has not been incorporated. Dishwashing machines, lines and machines for cleaning potatoes, electric stoves, equipment for delivering food, and other kinds of mechanized aids for the clerk need improvement.

Part of the needed trade equipment is being developed. But it is taking too much time. At times machinery which has not even gone into production becomes outdated, and its series production is often delayed or the equipment is produced in very small lots. For example, in 1964 work was begun on developing lines for preparing filled pancakes. VNIITorgmash [All-Union Scientific Research and Experimental Design Institute of Commercial Machinery] and the Kiev Special Design Bureau of Trade Machine Building developed the technical documentation and test model. Only after 10 years was the machine built. But even now only 20 of these extremely essential lines are being produced a year.

Low operating reliability of the equipment disturbs us. For example, machines for slicing bread produced by the Kibartay plant crush long loaves and the slices stick to the blades. There is a great deal of waste during slicing.

We also experience great difficulties in supplying trade equipment with spare parts. No more than 40 percent of what is required is allocated, and even less for many machines.

It would be proper to provide on a planned basis for the manufacture of spare parts for equipment produced at every machine building plant. It is mandatory that their removal from production must comply with consumer demand. At the very least, equipment for manufacturing components must be turned over to our sector's repair services.

Trade's requirements for equipment are very large. We understand that it is difficult to satisfy them quickly and in all areas. In our opinion, it would be useful for machine building departments together with trade to examine the list

of equipment produced. It would seem we should concentrate on the production and introduction of those machines which facilitate significant reduction of labor expenditures in the most common operations.

What would we like to have allocated? Primarily equipment for self-service stores. Improved open refrigerator equipment, including equipment with a cooling temperature range of lower than 18 degrees, and small electric carts for delivering containers with goods to the sales areas are needed.

Public catering needs equipment to switch enterprises to an industrial basis, which allows them to focus on and centralize food preparation. In order to solve the problem, series production of equipment for producing semifinished products with a high level of readiness, culinary articles, and containers for their delivery to dining halls, cafes, and canteens must be organized.

"Pirozhki," doughnuts, pancakes, and potato dishes enjoy great demand, but they are very seldom seen on the menus of dining halls. The reason? They require a lot of work to make. Only the use of automatic devices and machines will help to better satisfy demand for such products.

Trade needs standard sets of equipment designed to do all the jobs. An example follows. Most of the public catering network consists of small cafes, snack shops, and canteens. Processing raw materials and washing dishes there must be done either by hand or with the help of machines and units designed for work at large enterprises and being used, consequently, at only 20-40 percent of their capacity.

The RSFSR Ministry of Trade now operates 18 computer centers at organizations and enterprises, on the basis of which hundreds of ASU problems are resolved. We must take advantage of the services of the computer centers of the Central Statistical Administration as well, and use existing computers more efficiently.

In this five-year plan more than 27,000 automatic devices for the sale of mineral water, vegetable oil, kvas, beer, and juices will be installed, which will free more than 13,000 working people. But this form of trade is not receiving proper distribution. The sale of individual non-food products in mass demand, ice cream, milk products, and hot drinks and dishes is restricted by the inadequate production of automats.

Sets of equipment which mechanize warehouse jobs are being produced for the wholesale element. Nonetheless, only 30 sets are produced a year. In addition, the Kommisarovka Trade Machine Building Plant produces this expensive equipment in such a form that it is extremely complicated to assemble and install without significant modifications. Some units of electric stackers, switches, relays, cable suspension drives, and other parts are unreliable in operation and break down quickly.

A number of serious problems concern not only equipment production but efficient use of it by enterprises of various departments. Take for example such an efficient method as delivery of goods in containers. Its introduction in Moscow, Penza, Kostroma, and other cities shows: each container being used in the "enterprise-to-transport-to-store" chain produces a yearly economic effect of 90 rubles.

In spite of the obvious benefit, this method as yet has not received sufficiently wide application, and containers are used to a great extent as in-store equipment.

In the first two years of the five-year plan our organizations have manufactured 72,000 specialized containers. Plants in Moscow, Leningrad, Krasnodar, and Sverdlovsk have given them sponsorship aid. But this is clearly not enough. The yearly requirement of enterprises of food sectors of RSFSR industry for packaging equipment amounts to 130,000-150,000 containers, but they have not yet organized the manufacture of them. Plants of the Ministry of Machine Building for Light and Food Industry and Household Appliances have not started centralized production of packing equipment and automatic stackers. Motor transport enterprises are poorly equipped with specialized machinery for delivering and unloading containers.

The time has come for planning organs together with interested organizations -- machine building, food, and transport -- to examine the questions of producing packaging equipment, special vehicles, and other equipment in detail. In our opinion, establishing plan assignments according to volume for container delivery of goods for food industry and motor vehicle enterprises is a necessary condition for the successful introduction of the most advanced equipment.

Yet another problem is the sale of packaged goods. At the present time industry is delivering too few of them. Trade working people are compelled to organize the weighing and packaging of products at their own enterprises, directly in the stores. They package 2.2 times more groats than industry does, while for animal fat the figure is 4.6 times, for granulated sugar 3.3 times, and so on. But here is the economic result of this. With industry packaging the labor productivity of the working people is five times higher, losses are eight times lower, and requirements for packaging materials are 1.5-2 times lower. The advantages are obviously enormous. But the departmental approach to the matter gets the better of overall state expediency.

We also have a great deal of work left to do in the sector. Frequently existing equipment is used inefficiently. Installation takes considerable time and operating instructions are not followed. Often equipment is distributed among trade organizations by the principle "To each falls his share," rather than concentrating it at large enterprises where yield is highest.

In most oblasts, krays, and autonomous republics of the RSFSR comprehensive programs for improving production methods in trade have been developed. In particular they provide for a decrease in manual labor expenditures, mechanization of loading and unloading work, and better use of the trade and warehouse network. The Ministry has recently approved a comprehensive target program directed toward these very objectives and sent assignments for decreasing the number of workers engaged in manual labor to local trade organs. We will persistently strive to implement these plans. However complex the problems, we must attempt to solve them without delay. To a great extent the quality and sophistication of service to the population depends on this.

12,424

CSO: 1827/13

HOUSING AND PERSONAL SERVICES

BREAKDOWN IN GEORGIAN COMMUNICATIONS MINISTRY DETAILED

[Editorial Report] Tbilisi ZARYA VOSTOKA in Russian 21 Aug 83 carries on page 1 an article on the poor quality of telephone service provided by the Georgian Ministry of Communications. It focusses on service in the Tbilisi area. The article says, "Serious shortcomings and omissions in the work of the ministry and city telephone network continue to take place." Reasons for the problems are given as inadequate financial development of the republic telephone network, unsatisfactory fulfillment of construction work by contract organizations, difficulties with material-technical supplies, and inadequate aid on the part of the executive committees of the city and rayon soviets to construction and completion of facilities for the network.

CSO: 1827/30

CONSUMPTION TRENDS AND POLICIES

DRAFT PLAN FOR 1984 OUTLINED

Moscow MOSCOW NEWS in English No 40, 9-16 Oct 83 p 3

[Text]

Work on the draft for next year's plan is nearing completion. It is the fourth year of the 11th Five-Year Plan. The USSR Council of Ministers has discussed its draft and determined the lines along which the final work on it is to be done.

It is, first and foremost, necessary to consolidate the positive results achieved by the economy during the present year, and to create prerequisites for successfully completing the five-year plan as a whole. In other words, next year it will be necessary not only to do everything envisaged by the five-year plan, but also to make up for a considerable part of the things which were not carried out in 1981-1982.

For example, light industry has not coped fully with the assignments of the first two years of the five-year plan for production of cotton, woolen and silk fabrics and clothes, as well as footwear, but has made up for that by producing quite a few unordered commodities. In terms of gross output, it has fulfilled its plan, but neither the state nor the consumers are satisfied with such a "success". First, because the shortage of natural fabrics cannot be substituted by other items. Second, because often there has been no demand whatsoever for the commodities produced in their place. In the time left until the end of the five-year period this area of industry must pay its debts.

● The second requirement is to increase labour productivity by making use of reserves, of scientific and technical progress and up-to-date experience, and by improving the organization of production and labour. The main aim is to provide for a further rise in the Soviet people's standard of living.

This goal can be reached only if the final results of production increase faster than expenditure. Until now that has not always been the case.

● The government specially stresses the need to achieve a balance between every aspect

of the plan, in particular between the population's monetary incomes and the volume of retail commodity exchange and paid services.

The situation which occurred in 1976-1981 just cannot be allowed to continue any longer. At that time wages increased by 32 per cent, the remuneration of collective farmers by 34 per cent, and payments and privileges from the public consumption funds by 34 per cent, while the retail trade increased by only 30 per cent.

● Now is the time to put an end not only to the above-mentioned disproportion, but to all the others that exist in our economy, including that among related branches and enterprises. To cope with them means introducing one more important reserve for speeding up economic growth.

Planning is a continuous process. And though there are still more than two years until the end of the five-year plan, work has already started on the next, the 12th Five-Year Plan (for 1986-1990). The USSR State Planning Commission (Gosplan) is studying its models. At the same time Gosplan, along with the Academy of Sciences and the State Committee on Science and Technology, is drafting plans for the country's economic and social development until the year 2000.

The Politbureau of the CPSU Central Committee has deemed it necessary to draft a comprehensive programme to develop the output of consumer goods and the services industry for the population, including it in the five-year plan and in the Guidelines for the longer term.

In an interview with the Chief Editor of the Austrian *Arbeiter Zeitung* a few days ago, the head of the Soviet government, Nikolai Tikhonov, noted that "...there are quite a few substantial changes occurring in the Soviet national economy. They are changes for the better. And they all serve for achieving the main goal of the Soviet economy, i. e., providing the constant growth of the people's material and cultural level."

CSO: 1812/18

CONSUMPTION TRENDS AND POLICIES

TSENTROSOYUZ CHAIRMAN RESPONDS TO QUESTIONS ON COOPERATIVES

Moscow PRAVDA in Russian 12 Aug 83 p 3

[Article by M. P. Trunov, chairman of the Tsentrosoyuz board of directors: "The Concerns of the Cooperatives"]

[Text] The consumer cooperative system is closely tied to the modern countryside. Whatever side of the life of rural working people one takes -- labor, daily life, or recreation -- members of cooperatives have a direct relationship to it. Tsentrosoyuz [USSR Central Union of Consumer Societies] serves more than 40 percent of the nation's population, who live for the most part in rural areas and small cities. It accounts for almost one third of all commodity turnover and a significant part of the procurement of many kinds of agricultural products and raw materials.

The May 1982 Plenum of the CPSU Central Committee which approved the national Food Program assigned the consumer cooperative system important challenges for satisfying the urgent demands of the Soviet people. The cooperative system is expected to participate actively in improving the social-domestic conditions of life in the countryside, to promote development of citizens' private plots, to expand trade in agricultural products bought at contract prices and sold in the city, and to improve the use, storage, and processing of agricultural products.

The editors of PRAVDA asked M. P. Trunov, chairman of the board of directors of Tsentrosoyuz, to tell what the consumer cooperative system is doing to improve the supply of food products to the population.

We are oriented to maximum use of local possibilities for satisfying consumer demand. This is facilitated by expanding purchases of agricultural products from citizens' private plots, utilizing the gifts of nature more fully, increasing the production of goods at cooperative industry enterprises, and increasing production of meat from private plots. In all, these sources account for almost 12 billion rubles worth of food products brought into circulation yearly. Half of the sausage products, canned goods, and non-alcoholic drinks and 85 percent of the bread being sold through cooperative trade and public catering is produced at our enterprises.

The cooperative system receives a large quantity of food products from citizens' private plots. Promoting their development is an important task for us. Tsentsosouyz is expected to provide the rural population not only with goods for personal use but also everything necessary for raising livestock and poultry and for work on private plots. Every year the sale of building materials, hot-houses, means for protecting plants, fertilizers, and garden tools increases.

Nonetheless, not all problems are being solved satisfactorially. Specifically, as yet we are still not adequately helping the population buy small power equipment, young livestock and poultry, feed, and seeds.

As a procurement organization we must make it possible for the population to sell surpluses of products raised without any trouble. Since the beginning of the five-year plan the network of year-round procurement points has doubled. Seasonal points in addition to cooperative stores and public catering enterprises also accept products from the population.

The right granted to the cooperative system by the government to buy agricultural products at contract prices makes its relationships economically advantageous for those with whom it is collaborating. Special incentive funds have been set up to increase the material interest of citizens in cooperating with consumer societies. Active suppliers of products are provided with consumer goods first of all. Concentrated feeds are centrally allocated to the consumer cooperative system for sale to persons who have concluded contracts with our organizations for the sale of livestock products.

The most efficient form of procurement service to the population is traveling around to the households, and cooperative workers are trying to use it everywhere. In 1982 10.2 million contracts for the sale of agricultural products were concluded with almost every other commodity-producing private plot. It is not a simple matter to make the rounds of such a large number of households, interest the population in working together with the cooperatives, and finally to formulate contract relations. Not only the services of purchasing agents, but also those of people working in stores and dining halls, pensioners, and rural activists are enlisted to accomplish this. As a result, in the first two years of the five-year plan assignments for purchase of the majority of kinds of agricultural products were fulfilled: 1.9 million tons of meat products, 7.7 million tons of potatoes, and 3.3 million tons of vegetables were bought.

How did we handle these products? A significant part of it was sold in fresh and processed form through municipal cooperative trade stores and public catering enterprises. It must be noted that in recent years trade in agricultural products bought at contract prices has been growing at a fast rate. More and more "Cooperative Member," "Gifts of Nature," and "Agricultural Products" stores are being opened in cities and industrial centers. Sixteen thousand of our trade enterprises serve city-dwellers and in the first two years of the current five-year plan these enterprises sold almost 5 billion rubles worth of agricultural products.

Buying surpluses of agricultural products and selling them through its stores, the consumer cooperative system puts additional resources into circulation. But

this is still not everything. It is no secret that trips to the marketplace take rural dwellers away from labor and public production and lead to significant losses of time and expense for hiring transport. We try to take these concerns onto ourselves. For city-dwellers cooperative trade is an additional source of supply for meat, vegetables, and fruits. Yet another goal of trade in agricultural products in the city is to exercise an influence to lower prices at the kolkhoz market.

Is the consumer always satisfied? Residents of Omsk, Lvov, Dnepropetrovsk, Stavropol, and a number of cities in Belorussia have kind words for the work of municipal cooperative trade. There are also complaints. In a number of rayons of the Transcaucasus, Kazakhstan, and the Russian Federation municipal cooperative trade work is poorly organized.

Purchasers are often interested in how the prices for agricultural products sold by the cooperative system in cities and worker communities are set. I want to answer this question. Their level depends primarily on purchase prices. As noted above, we buy agricultural products at contract prices which are higher than firm state purchase prices. For example, in the first quarter we bought beef at an average of 3 rubles 38 kopecks a kilogram and pork at 3 rubles 11 kopecks (slaughter weight). In certain regions of the country prices were much higher. In addition to the cost of the products, cooperative workers must make up for their expenses for purchase, storage, transport, and sale. In this way retail prices are set. Nevertheless, they must not be higher than market prices or the purpose of organizing cooperative trade is lost.

In our municipal network semifinished goods, sausage products, smoked foods, and canned goods manufactured from agricultural products bought at contract prices are also sold. In this case prices are determined based on the cost of raw materials, production and trade expenses, and savings norms. The consumer cooperative system is taking steps to reduce prices on meat and other products while envisioning a minimum level of profitability.

During the season when most potatoes and vegetables ripen and most livestock are slaughtered the difference in price between cooperative and state trade is significantly less. In many regions of the country milk, vegetable oil, eggs, and several other products are sold at state or approximate state prices year-round.

Other questions are also sometimes asked: do cooperatives sell meat, oil, sausage, and cheese from state resources at commission prices? No, they do not. It is true that we receive a certain quantity of meat, oil, sausage products, and cheese from state resources at firm retail prices. These products are used primarily to supply children, health, and medical institutions and for students at general education schools, vocation-technical schools, VUZes, and tekhnikums.

Of course, state retail prices for meat and dairy and a number of other goods are lower than social expenditures for their production. In the interests of the people the state covers the difference between the prime cost and retail prices, charging it to the budget. But Tsentosoyuz works on the principle of paying for itself, and covers its expenses with its own revenue.

Increasing the volume of production and putting more and more products into commodity circulation will reduce retail prices in cooperative trade. This is a matter of time. And while difficulties in supplying industrial centers with certain food products exist, it is advisable to expand cooperative trade as a supplementary source of supply for the population. In 1982 the consumer cooperative system sold more than 700,000 tons of meat products in fresh and processed form through its stores in cities. This made it possible to satisfy the demand of city purchasers for valuable food products more fully. By comparison I will mention that the kolkhoz markets sold 470,000 tons of meat products in 1982. With such a proportion of sales, the consumer cooperative system naturally influences lowering market prices. For example, in 1982 prices for meat and poultry in cooperative trade were lower than those at the market by an average of 15 percent.

Unfortunately, the same cannot be said of trade in vegetables and fruits. Here our influence on lowering market prices is barely noticeable at the present time. We will be able to compete successfully only when products appear on the counters of the stores at the right time, in sufficient quantity, and always of high quality. In order for this to happen, surpluses of products from citizens' private plots as well as from kolkhozes and sovkhozes must be more widely brought into circulation.

In 1982 we bought more than 500 million rubles worth of potatoes, vegetables, and fruits at contract prices. The amount is significant; nevertheless, there are still reserves. Despite the growth of the volume of purchases, we are not utilizing the resources of private plots completely, especially in remote areas. There are not enough receiving points here. Our transportation means are limited. The shortage of specialized trucks for hauling procured goods is especially great. Reproaches directed at the purchasing agents themselves are often heard. In the future stationary receiving points with refrigeration compartments are planned for the territory of every rural Soviet. Mobile receiving points are also extremely necessary. We hope that the Ministry of Automotive Industry will organize series production of them.

In addition to purchasing agricultural products and raw materials from the population, we conduct procurement according to state plan from kolkhozes and sovkhozes. Cooperative organizations base their relations with the farms on advance contracts. The level of fulfillment of the state plan for procurement and the satisfaction of consumer demand depend on precise compliance with these contracts. Meanwhile, in recent years many kolkhozes and sovkhozes have not been fulfilling plans for sale of potatoes, cucumbers, fruits, and melons to the state.

In order to improve the supply of fruit and vegetable products to the population, the CPSU Central Committee and USSR Council of Ministers passed a decree allowing kolkhozes and sovkhozes to sell part of the products to the consumer cooperative system at contract prices. This counts in fulfillment of the plan. In 1983 state purchase prices for a number of agricultural products were increased. These measures undoubtedly intensify the interest of the farms in increasing the production of vegetables and fruits and promote the strengthening of their economy. Our procurement organizations must work actively with kolkhozes and sovkhozes to influence increasing the volume of agricultural products and the

assortment of products raised, accept products delivered according to contract at the established time, and settle accounts with farms promptly and fairly.

Investigation and fuller utilization of reserves for continued improvement of procurement and trade in cities and the countryside will allow the working people of the consumer cooperative system to raise the quality of service to the population and to fulfill the challenges posed by the national Food Program.

12,424

CSO: 1827/11

CONSUMPTION TRENDS AND POLICIES

FIRST TWO YEARS' WORK OF MINISTRY OF FRUIT, VEGETABLE FARMING OUTLINED

Turkmen Fruit, Vegetable Production

Moscow PRAVDA in Russian 25 May 83 p 2

[Article by PRAVDA special correspondents A. Grachev and V. Somov, Turkmen SSR: "From the Field to the Shop Shelf: The Food Program -- Tasks, Practice, Problems"]

[Text] More and more frequently the thing that is becoming the bottleneck, as was mentioned at the May 1982 Plenum of the CPSU Central Committee, is not production, but, rather, the storage and processing of output, and the delivery of it to the consumer. More than two years ago a service that was called upon to resolve that problem in a comprehensive manner was created: the union-republic Ministry of the Fruit and Vegetable Industry. How has that branch been developing in Turkmenia? What are its workers engaged in on the eve of the vegetable season?

1. Path With Obstacles

The branch was not created in a desert. It united services and enterprises which previously had belonged to various departments. There were about 40 major specialized kolkhozes and sovkhozes. Bases, storage facilities, processing plants, and stores were transferred to Minplodoovoshchkhov. And so was transportation -- hundreds of trucks. Without them the plantations, canning plants, and trade points could not be organized into a single technological chain.

Where did the output used to get lost? Chiefly at the "butt joints." The procurement specialists, transportation workers, and food-industry workers operated in isolation from one another, in an uncoordinated manner. Minplodoovoshchkhov assumed the basic volumes of procurements and sales. For certain types of output, it was as much as 90 percent. The farms in the new ministry produce more than 70 percent of the vegetables and half the grapes and melon crops grown in Turkmenia.

The conditions for the production of vitamin-rich output are also favorable here. The irrigated land yields several harvests a year. The only thing that

vegetables need, other than heat and water, is care. However, on most farms the best land has not been assigned to vegetables. Sometimes the orchards and vineyards have been neglected. The ministry began to correct the situation.

"Two years are, of course, a short period of time," the republic's minister of the fruit and vegetable industry, S. Annavaliyev said. "But the workers in the branch succeeded in resolving a number of questions and in improving the supplying of the population with vegetables and fruits."

Yes, there have been changes for the better. But, unfortunately, by no means everywhere. For example, last autumn in Mary it was difficult to buy onions, peppers, and cucumbers, not to mention watermelons and grapes. The chief of the Plodoovoshchkhov Oblast Agroindustrial Association, A. Nepesov at that time was astonished. "That's strange. . . There's a lot of that kind of produce on the farms."

Sometimes it doesn't get as far as the store shelf. And that does not pertain only to Mary. There has been constant failure to meet the schedule for shipping fruits and vegetables to the Ashkhabad Wholesale-Retail Combine. Gyaurskiy Rayon, for example, during the season that has ended was in debt for almost a thousand tons of tomatoes. Chairman of the Sovet Turkmenistany Kolkhoz, M. Sopyyev (that kolkhoz is the largest "truck garden" in the rayon) said, "A lot of tomatoes remained in the field. The stores didn't accept them. . ."

And now the early produce is arriving with interruptions.

Who, then, is to blame this time? The procurement specialists? The transportation workers? The workers in the trade system? Whatever link in the vegetable conveyor belt let us down, the responsibility for the tomatoes that were not removed from the plants, for the peppers that did not get to the stores, is borne by the workers in the headquarters of the branch -- the ministry.

The new department has about a hundred specialists. That's a lot of power. Several administrations and departments have been created and they are in charge of production, procurement, and the processing of the produce. But it turns out that these services are brought together insufficiently.

Let's take, for example, procurement. During the harvest time, the vegetable growers continue to plead for trucks, go looking for boxes, and make deals with the stores. That is, they carry out work that the ministry and its services are supposed to assume. As everyone knows, acceptance in the field enables the farms to establish direct ties with the stores. But the procurement specialists, by using this method, remove an inconsiderable part of the harvest.

The people at Minplodoovoshchkhov claim that there is a shortage of trucks. At the same time at the bases you can see lines of trucks. The loading and unloading everywhere is done manually. Frequently there are no storage facilities. Hence there are periods of idle time. The rayon-level packing-materials bases that were created by the ministry fail to meet the needs of the vegetable conveyor belt. Moreover, they cannot offer the farms another other than fragile wooden boxes. It is necessary to change over to packing materials made of

plastics, which last for several years. Where can the farms get these packing materials? In Saratov Oblast, for example, the vegetable growers turned to the chemists for aid. The chemists worked out the production of boxes made of polyethylene. But now they're planning to build a plant which, once again, produces only wooden packing materials.

"We don't have enough containers," people say at the ministry. And yet that is a convenient way of shipping produce.

The computed need for that kind of packing material is being satisfied by one-third. But even those tens of thousands of containers that the branch has at its disposal are being used poorly. In many stores they are used only as equipment in the sales rooms. . . .

The delivery of the output the nationwide fund has improved somewhat, even though even here there have been disruptions. In a word, the ministry is a new one, but certain problems, as we can see, are old ones. Why do they still remain?

The reason for this is the lack of organizational spirit, the force of inertia. But that is not all. . . . Let us direct our attention, for example, to the following circumstance. A considerable part of the vegetable harvest does not get as far as the store shelf. And yet the ministry has been fulfilling the purchase plan. And even overfulfilling it.

It would seem that if the goal were set to save everything that was grown, the volumes of procurements would also increase. But the republic's planning agencies and the union ministry have not taken that into consideration. Moreover, last year TuSSR Minplodoovoshchkhov was instructed to procure a smaller amount of vegetables than were purchased five years ago by the Turkplodovoshchkhov Association, the ministry's immediate predecessor. And for the republic as a whole the procurements of vegetables were planned below the level achieved in previous years. Even despite the expansion of the plantations.

In this instance the plan loses its organizing, encouraging effect. It turns out that the ministry is not even posing the task of removing all the output from the field. And so the losses remain. Incidentally, are those losses large? We asked that question of the administrators of the ministry, the oblast associations, and the farms. The opinions differed. Some spoke about a third of the harvest, and others about a fourth.

The losses are not taken into consideration in order to create the appearance that all is well. And so, in the reports, the gap between the production and the procurements is small. Everything is proceeding properly, they say. And yet we still see standing there in front of our eyes fields that are red from overripe unharvested tomatoes. The data given in the column "production" pertains only to the output that has been removed from the plantation.

In a word, there is a complete sham with regard to the procurements. And so, if the plans are fulfilled and there are allegedly no losses, then, obviously, there also are no reserves of raw materials for processing and there is no

need to develop a base. The ministry is not rushing to increase the capacities of the canning plants. There are only three of them. The volume of production is not great. The technological schemes are primitive. The enterprises should be remodeled. They should process not only tomatoes, but also many other gifts of the sunny land.

"The republic's ministry is not raising the question of expanding the canning plants," we were told at USSR Minplodoovoshchkhov. "We have not received any purchase orders for equipment from there. We could give them technological lines, juice combines, and other machinery."

The processing plan also reflects rather convincingly the striving of the republic's ministry not to burden itself with any additional cares. The production of canned goods has been increasingly almost not at all. For example, in 1982 it was planned to produce 25 million standard cans; by the end of the 11th Five-Year Plan, 26.7 million; and by the end of the 12th Five-Year Plan, 29 million. According to specialists, this growth does not correspond to the republic's raw-materials base.

"In order to increase the volumes of procurements and processing," people say at the TuSSR Ministry of the Fruit and Vegetable Industry, "it is necessary to carry out a fundamental reinforcement and expansion of the material base..."

That's right. We need storage facilities, additional plants, and trade centers. The state has allocated 90 million rubles for that purpose during the current five-year plan. How are these considerable amounts of money being used?

"In a two-year period the Ministry has not driven in a single nail," is the way that the people at the TuCP Central Committee graphically evaluated the state of affairs.

True, they have begun building a few things. But the work rates are low. Minplodoovoshchkhov does not have its own construction base, although it should have one. The Ministry has been told to organize a mobile mechanized column. But the PMK [mobile mechanized column] has not yet been created. The republic's party and Soviet agencies have not taken this matter under their supervision and have not rendered the necessary aid.

And how are things at the final stage of the vegetable conveyor belt -- in trade? We have already written about the fact that the counters are bare even at the height of growing season. Even though Minplodoovoshchkhov has created new specialized "torgs" [trade centers], and has opened up dozens of stores and pavilions. But what is surprising is that the number of places where it is possible to buy vegetables has been considerably reduced, because the stores under the republic's Mintorg have completely freed the counters of that bothersome commodity. And just try, during the summer or autumn, at a dining room, cafe, or restaurant, to order a salad or a vegetable plate. We attempted many times to do that. The waiters were surprised at the customers' naivete: public nutrition everywhere, they said, has changed over to vermicelli and macaroni.

Mintorg has been allocated funds for vitamin-rich output. True, they are small ones -- only a few thousand tons. And the ministry does not want to sell that amount. There is an argument between the two ministries as to whose transportation will carry the vegetables.

Today Minplodoovoshchkhov is not yet ready to assume completely the sale of the output. There are not enough stores, and they are poorly provided with equipment and storage facilities. Wouldn't it be better to carry out the specialization in trade gradually, as the material base of the city's fruit and vegetable "torgs" become stronger?

In order to accelerate the path of the vegetables to the customer, those vegetables, as a basic commodity, must be in every food store irrespective of the department to which it belongs. Otherwise an artificial shortage is created. And that shortage is skillfully used by the "private dealer." In Ashkhabad and other cities, vegetable bazaars have sprung up spontaneously alongside many of the food stores. Frequently the dealers there trade in the same vegetables that Minplodoovoshchkhov is offering. Even though the prices are several times higher than the state prices, the "private dealers" do not have to hold onto their goods for long, because it is more convenient to buy the necessary products in a single place. There is no need to waste one's free time looking for them.

In a word, the republic's Minplodoovoshchkhov will have to do a lot more in order to work out the problems with the vegetable conveyor belt. It is necessary to increase executive discipline, and to show more initiative, a more economical attitude, a greater organizational spirit. Few people in the branch are concerned about the effectiveness of the use of the land, or about increasing the yield that each hectare gives. We shall discuss that in the next article.

Division of Responsibility Between Ministries

Moscow PRAVDA in Russian 26 May 83 p 2

[Article by PRAVDA special correspondents A. Grachev and V. Somov, Turkmen SSR: "From the Field to the Shop Shelf: The Food Program -- Tasks, Practice, Problems"]

[Text] 2. Being the Master of the Situation

At first M. Sopyyev did not know whether he should rejoice or grieve when it was suggested to the kolkhoz where he is chairman that it should become part of the system of the Ministry of the Fruit and Vegetable Industry. Muratberdi is an experienced, cautious person. But he did not put up any objection. The Sovet Turkmenistany Kolkhoz specializes in vegetables. Changeover to guardianship by a new department proved to be completely natural. In addition to the sovkhoses, 20 kolkhoses were also transferred to Minplodoovoshchkhov.

Muratberdi, like the other chairmen, hoped that the providing of the branch with technology and fertilizers would improve. The vegetable-growers, actually,

are not offended by attention. But it soon became very clear that the kolkhoz was in a situation of double subordination. The plans and reports continued to be approved by Minsel'khoz. But when the farm turned there for help, they would hear the answer, "You don't belong to us."

But the instructions come pouring into the kolkhoz from both sides. Frequently they are contradictory. Some of them require expanding the areas planted to vegetables, and others, the areas for fodder crops. The chairman would be happy to dock at only one shore. But that doesn't happen.

"Now I am completely confused: I don't know which ministry the farm belongs to," Muratberdi admitted. "Maybe the RAPO [rayon agroindustrial association] will come to our aid. . ."

We attempted to find that out. We went to the Ministry of Agriculture.

"The kolkhozes are definitely ours," the people there answered. "Because we have a kolkhoz-organizational department. The production of vegetables and fruits, true, is under the supervision of Minplodoovoshchkhoz."

People think differently at the Ministry of the Fruit and Vegetable Industry.

"How can there be any doubts? We provide them with funds. Those kolkhozes, of course, belong to our department. Their connection with Minsel'khoz is only a formal one."

But isn't it a matter of indifference as to what ministry it is subordinate to? It turns out that it, indeed, is not a matter of indifference! M. Sopyyev once attempted to get a mower at Minplodoovoshchkhoz. They refused to give him one. There are no funds, they said. And that ministry does not provide them with any equipment for the animal farms. In its turn Minsel'khoz has already removed the vegetable-growing kolkhozes from the "ration allowance," but, apparently, has not yet completely transferred the appropriate funds to the new department.

Has there been a misunderstanding? Probably. Let us hope that the question about the subordination will be given its final resolution by the new agencies of administration of the republic's agroindustrial complex. The distribution of funds is being systematized, and the supplying of those kolkhozes will be improved. But the disturbing thing is that the vegetable-growing sovkhoses have also proved to be caught between the two fires.

Take, for example, the Sovkhoz imeni Kalinin, Ashkhabad Oblast. It is a large-scale specialized farm. But it has not refused to carry out work in other agricultural branches also. Animal husbandry is broadly developed, and the sovkhos raises fodder crops and grain. However, Minplodoovoshchkhoz is practically uninterested in the work of the animal farms. Moreover, there is no one there to have that interest. Among the hundred specialists employed at the ministry, there is just one zootechnician. And no one else here is concerned about grain production. The view is that the growing of grain, like the growing of fodder crops, has remained under the supervision of Minsel'khoz.

"But how can we influence the state of affairs on the farms of 'someone else's ministry," Minsel'khoz administration chief L. Kun'shchikova asks. "And yet many kolkhozes and sovkhoses of Minplodoovoshchkhos grow grain and fodder crops. But there that output is now considered to be of secondary importance. And hence the result. In Geoktepinskiy Rayon, for example, where the vegetable-growing farms are concentrated, the harvest yield of grain crops during a two-year period dropped noticeably."

"Yes, we actually pay the basic attention to the fruit and vegetable output," the administrators of the new department state frankly.

But are we really to believe that one can obtain high harvests of vegetables without mastering the crop rotations? Like it or not, the crop structure must include a place for other crops, including fodder crops. As everyone knows, they are rather good harbingers of vegetables. And the animal farms are necessary also."

However narrow the specialization is, one branch cannot exist in isolation from the others. The land will not tolerate monotony. The alternation of crops, a procedure that has been well thought out and that has withstood the test of nature and long years of experience, helps to maintain the fertility of the plowland.

On a number of farms the yield per hectare has been falling. On the Moskva Sovkhoz, Mary Oblast, we were given a detailed familiarization with the advantages of specialization. There has been an increase in the harvest yield of vegetables and melon crops, and the areas planted to them have been expanding. The assignments are being fulfilled successfully. But the question of the income rate per hectare has caught the farm administrators unaware. We asked the sovkhos economist to compute it. The result turned out to be unexpected. The "specialized" hectare has begun yielding output valued at 132 rubles less.

The specialization and concentration of production make sense when they reinforce the economy, rather than weakening it. Unfortunately, the ministry's administrators sometimes do not take this into consideration, but strive, as quickly as possible, to expand the areas planted to vegetables and to increase the number of specialized farms.

A bitter lesson was learned, for example at the Komsomol Kolkhoz in Chardzhou. It had scarcely been announced as being specialized when 800 hectares were planted to vegetables. The farm which had previously specialized in cotton-growing proved to be unready to change its "profession." There were no experienced vegetable-growers. In a single stroke the crop rotations were disrupted. It is not surprising that the vegetable hectare yielded only 57 quintals of output. The error was corrected, the area planted to vegetables was reduced, and the kolkhoz returned to other crops. But the main thing is that they decided to introduce and expand the vegetable crop rotations gradually.

"The ministry asked to have several more farms transferred to it," secretary of the Chardzhou Oblast Party Committee, N. Achilov says. "The oblast

organizations have not yet supported that request. We are disturbed not only by the poor supplying of the Minplodoovoshchkhov kolkhozes and sovkhovs with fertilizers, herbicides, and combined fodders. The principal problem is the ineffective use of the land, the lessening of the attention devoted to animal husbandry."

As we can see, there are still a large number of unresolved problems in the new branch. The assignments for variety of output are also being disrupted constantly. Many kolkhozes attempt to cope with the plans by growing the crops that are most profitable for themselves -- onions and early cabbage. The ministry has not yet succeeded in becoming the master of the situation in this regard.

A serious hindrance is the lack of varieties of seeds that have been selected for local conditions. The plantations grow vegetables that are poorly adapted to the hot climate. Therefore "windows" suddenly appear in the supplying of the population with vitamin-rich produce. For example, in July and August tomatoes disappear from the shelves. In a few places, a way out of the situation has been found. People have begun growing the Moldavian "novinka Pridnestrov'ya" variety of tomatoes.

And what about the republic's scientists and selection experts? Their efforts seem to have been torn apart among the departments. Two experimental stations -- one for melon crops and one for vegetables -- have been transferred to Minplodoovoshchkhov. But most of the specialists in that area of specialization continue to work at the NII [Scientific-Research Institute] of Vegetable Husbandry, of the republic's Minsel'khov. The departments of vegetable-growing and melon-crop-growing, of mechanizing those branches, of fruit-growing, and grape-growing have remained there. The new ministry has repeatedly raised the question of organizing on the base of the stations and departments a single scientific center for the branch. For the time being, USSR Minsel'khov and Minplodoovoshchkhov are moving slowly with the decision.

The administrators of several farms realize that they cannot get along without the aid of science. Especially now, when the branch is developing. The Ashkhabad Sovkhov imeni Kalinin, for example, has concluded several contracts with institutes.

"Yes, but there's the rub," sovkhov director D. Buriyev says. "The ministry does not plan any funds for us for these purposes."

Is that an accidental omission? But there is also no planning for other farms. We asked how the projects developed by the Sayat Experimental Melon-Growing Station are being introduced. The scientists conclude contracts only with their own experimental base. They do not go out to the kolkhozes or sovkhovs. However, the administrators of the branch seem not to notice these omissions.

Needless to say, much depends upon the position, the competency, the persistence of the ministry's specialists. When they learn how to organize precisely and efficiently the production, procurement, and sale of produce, the new branch will get on its feet more quickly. If they "drown" in petty details, the

growth diseases may be prolonged. The branch headquarters has a large number of intelligent, experienced agronomists and economists. They have a rather good knowledge of the state of affairs. What is important right now is to get a hold on the main links and to reject obsolete, inefficient work methods.

At the Plodoovoshchkhov Chardou Oblast Association we asked how many papers had arrived there from the new ministry during the past year. We were told: many hundreds. How can the 12 workers in the oblast service cope with that paper flow?

"In addition," the association workers added, "it is often necessary in a single day to prepare seven different reports, including five for the ministry. Every one of them has dozens or hundreds of indicators."

"I guess that you don't visit the farms, isn't that right?" we asked.

"No, we don't," they admitted. "We can't tear ourselves away from our desk and telephone."

The reports that are required from the oblast subdivisions by the ministry largely duplicate the information of the statistical agencies. The difference is that the republic's TsSU [Central Statistics Administration] collects the data once a week.

"That's insufficient for us," the administrators of Minplodoovoshchkhov say. "The situation with produce procurements sometimes changes every day."

That's true, it does change. But however timely the information is, it is worthless if the ministry and its services on the site cannot intervene and change the situation. In the previous article we told how much output is not getting to the store shelves. It would be a good thing to channel the specialists' energy and knowledge primarily into eliminating the jam-ups on the fruit and vegetable conveyor belt.

In this republic, as everywhere else, new agencies of the administration of the agroindustrial complex are in operation. They must devote the most careful attention to Minplodoovoshchkhov. And especially to the administrative style and methods. The ministry's specialists need the constant assistance and support of the republic's party agencies. It is important to help them to make the correct conclusions from their errors and omissions, and to take them into consideration in the future.

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CONSUMPTION TRENDS AND POLICIES

DEPUTY MINISTER ON IMPROVED FRUIT, VEGETABLE SUPPLIES

LD131105 Moscow Domestic Service in Russian 1600 GMT 12 Oct 83

[Text] Measures to improve the supply of fruit and vegetables to the population were discussed today at an enlarged session of the collegium of the USSR Ministry of the Fruit and Vegetable Industry. Here is an interview which Ivan Stepanovich Yefremov, USSR deputy minister for the fruit and vegetable industry, gave to our correspondent:

[Begin recording] [Yefremov] The structure of planting areas in each farm will be arranged, varieties will be selected and sowing timetables for vegetable crops will be adopted in such a way as to provide the population with an uninterrupted supply of the produce in the greatest demand at the moment. In each zone vegetables which can be grown must be grown locally and not brought in from other republics or other places. A scheme for siting fruit and vegetable stores and processing enterprises has been drawn up. Together with the Railways Ministry, the River Fleet Ministry, the Civil Aviation Ministry and the State Committee for the Supply of Production Equipment for Agriculture, the ministry has drawn up a scheme for the transportation of perishable fruit and vegetable produce.

[Correspondent] That was not the case before?

[Yefremov] We drew it up in 1983. This will enable us to eliminate cross-hauls, to speed up the delivery of fruit and vegetable produce to the population and to reduce the strain of freight flows on the railways.

[Correspondent] Thereby reducing losses?

[Yefremov] Absolutely right. Unfortunately, we are obliged to bring in many local people to work at fruit and vegetable depot because of the low level of mechanization. Together with research establishments of other ministries and departments--the Ministry of Machine-building--the ministry is drawing up new designs for machines so that they come into use at our fruit and vegetable depots in the near future and are used in grading and packing fruit and vegetables.

[Correspondent] There are very many complaints--and the correspondence we receive is evidence of this--about the quality of produce.

[Yefremov] We were sharply criticized for this at the Politburo meeting. We are taking steps to deal with this. We are building depots at railroad stations for the reception and grading of fruit and vegetables prior to despatch. Mobile refrigerated containers have now undergone first trials in the country and we have asked industry to produce them serially. We will put them into service in the south of the country, so that fruit and vegetables are placed in refrigerated stores immediately after harvesting, so that they can be delivered in refrigerated trucks to consumers in a better condition.

I must tell you that more fruit and vegetable produce has been procured and delivered to large towns and industrial centers this year than during the first 2 years of the 5-year plan. Therefore, as early as this year the population will be better supplied with the main vegetable produce during the interseason period than in previous years. [End recording]

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CONSUMPTION TRENDS AND POLICIES

EXPANDING TRADE IN COLLECTIVE FARM MARKETS

Moscow SOVETSKAYA TORGOVLYA in Russian No 7, Jul 83 pp 18-20

[Article by M. Malysenko, director, Vinnitsa Order of Labor Red Banner Self-Service Department Store, candidate of economic sciences: "Enhancing the Role of the Work Collective"; under the rubric "Advanced Knowhow"]

[Text] The collective of the Vinnitsa Department Store, like the entire Soviet people, responded with great interest to the USSR Law on Work Collectives and Enhancing Their Role in the Management of Enterprises, Institutions and Organizations, ratified by the Eighth Session of the 10th Convocation of the USSR Supreme Soviet. The new law is a testimony to the unremitting concern of the party and state for developing socialist democracy and promoting the production and social-political activism of the working people.

The Vinnitsa Order of Labor Red Banner Self-Service Department Store takes special pride in its personnel. It is through their concerted work that the specified plans are fulfilled. It is they who, under the guidance of the administration and the party, trade-union and Komsomol organizations, develop and refine glorious work traditions which subsequently become the norm of the work and behavior of each member of the collective.

The variety of duties of the department store's collective is manifold, but its principal traditions are those of highly productive work, increase in effectiveness and quality of labor, strengthening of work and production discipline and incessant concern for promoting the work and socio-political activism of the collective's members.

Throughout its existence this department store has been stably fulfilling plan targets and socialist pledges. For achieving the highest and stable indicators in the all-Union socialist competition for a worthy welcome of the 60th anniversary of the USSR and successfully fulfilling the plans and higher socialist pledges for 1982, the store's collective was awarded the challenge red banner of the CPSU Central Committee, the USSR Council of Ministers, the All-Union Central Council of Trade Unions and the Komsomol Central Committee and inscribed on the All-Union Honor Roster at the Exposition of Achievements of the USSR National Economy. These special distinctions place the collective under the obligation of working even more productively and necessitate creating within it an atmosphere of creative work, comradely mutual assistance and great responsibility for fulfilling the plans of the 11th Five-Year Plan period, as demanded by the decisions of the November (1982) CPSU Central Committee Plenum.

The 11th Five-Year Plan represents to the collective of the Vinnitsa Department Store a major test of the maturity of its activities and ability to accomplish the tasks posed creatively and resourcefully. True, the fulfillment of the targets of the 11th Five-Year Plan is complicated considering that the store has succeeded in markedly increasing all its indicators so that any further increase in goods turnover has become rather complicated. After all, ever since the self-service method of operations was introduced, the store's turnover has grown by a factor of more than 3.5 without any increase in its area and personnel. But the complicated conditions were not unexpected to us. The management of this store commenced to lay a solid foundation for working during the 11th Five-Year Plan period with the active support and broad assistance of the party, trade-union and Komsomol organizations. Some of the intended measures have already been taken and produced results. For example, the store's collective fulfilled ahead of schedule--on 9 December 1982--the plan targets for the first 2 years of the 11th Five-Year Plan. The increase in goods turnover during that period reached 20.4 percent compared with the Five-Year Plan target of 24 percent. Sales of goods to the population exceeded the plan by 5.7 million rubles.

These accomplishments are due to the active work of the entire collective in every sphere of production activities. For example, to better satisfy the demand of patrons, during the first 2 years of the Five-Year Plan period alone more than 15 million rubles of goods was obtained from decentralized sources and included in goods turnover.

Analysis of the production activity of this department store reveals that each year the work contribution of every member of the collective to the common cause becomes greater. Thus, in 1975 goods turnover per store employee was 73,500 rubles; in 1980, 101,500 rubles; and in 1982 it grew to 115,900 rubles. Goods turnover per salesroom employee was 122,100 rubles in 1975, 162,200 rubles in 1980 and as much as 197,600 rubles in 1982. Labor productivity correspondingly increased by 8.4 percent in 1975, 9 percent in 1980 and 14.1 percent during the first 2 years of the Five-Year Plan period.

In their practical activities the management and social organizations evaluate, of course, the conscious attitude of every employee toward discipline on the basis of his work contribution, smoothness of fulfillment of plan targets and a high culture of trade services.

The concept of conscious discipline and efficient organization of labor cannot be reduced to combatting breaches of procedure alone. To our collective this is, so to speak, a stage that has been passed. To be sure, it cannot be said that at our store there occur no instances of imposition of disciplinary penalties and condemnation of the deeds of individual comrades. The only reason why no gross instances of breach of work discipline at our store occur is because a principled approach toward even the smallest breaches is highly developed within our collective. This has made it possible to avert serious violations and it helps the employees to infer proper conclusions and work conscientiously. And this means not only reporting for work on time and working for the prescribed number of hours but also and above all taking an active part in the sales operations throughout the work day.

Inculcation of conscious work discipline is inconceivable without rigorous and constant monitoring, efficient and well-coordinated performance of the various departments and services, and the personal example and authority of management at all levels. In a word, order should be in everything: in the performance of one's duties, in adherence to supply discipline and rules of Soviet trade and in interpersonal relations within the collective.

To organize properly the sales operations and satisfy more fully the demand of customers while at the same time providing cultured services, the department store should receive a broad variety of quality merchandise from the wholesale organizations and consumer goods industry. For this very reason, regular and businesslike relations with wholesale organizations and industrial enterprises, based on the unconditional fulfillment of the terms of contracts for deliveries of consumer goods, are extremely needed.

In reality, however, the goods are available but consumer demand for many of them is not being met. Industry and the wholesale trade system are overfulfilling their plans and receiving bonuses but consumers and retail trade suffer, the former because they cannot buy what they want, and the latter because unsalable merchandise has to be sold at cut prices, store shelves become full and the liquid capital of stores becomes immobilized. This happens because wholesale organizations do not want to spoil their relationship with industry and do not assess shortcomings in a principled manner.

The Decree of the CPSU Central Committee and the USSR Council of Ministers on Additional Measures to Improve the Supplies of Consumer Goods During 1983-1985 poses responsible tasks to the employees of the trading apparatus. It declares that trade should bear a greater responsibility for supplying the population with consumer goods, that more should be demanded of industry as regards the organization and expansion of the production of scarce consumer goods, especially the less expensive ones, and the prompt updating of the variety of goods with allowance for the changes in consumer demand and that monitoring over the fulfillment of contracts for the market supply of consumer goods should be tightened.

During the first 2 years of the 11th Five-Year Plan period, at the Vinnitsa Department Store alone more than 3 million rubles--or 4.5 percent of all merchandise received--of shoddy goods was identified and returned to suppliers. These operations incurred considerable material expenditures and diverted the store's personnel from their principal duties.

In our opinion, it is time to consider whether shoddy goods should have their prices cut on the spot and the losses be defrayed by the supplier enterprises.

The collective of our department store considers it worthwhile to experiment with the new procedure for the exchange of technically intricate merchandise that breaks down before its warranty period expires. The introduction of a system under which shoddy merchandise is delivered by customers directly to repair shops in exchange for quality merchandise will save customers and trading organizations unnecessary bother and save the state's funds as well.

The collective of the Vinnitsa Self-Service Department Store strives to surmount the difficulties that still exist in trade by strengthening its work discipline, creating an atmosphere of comradely mutual assistance and co-

operation, assuring a well-organized and conscientious performance and showing concern for the working, living and recreational conditions of the employees. These matters constantly lie in the center of attention of the collective. It discusses them at daily "quick conferences" with the management and social organizations. They last not more than 10-15 minutes and take place as the store is being prepared for opening. At these conferences the fulfillment of the previous day's plan targets by departments and sections is discussed, as is the adherence to the schedule for deliveries of merchandise, the availability and adequacy of the needed variety of goods, the level of customer services, the storage and preservation of goods, etc. The discussions are specific and principled. Persons responsible for particular shortcomings are named.

Since these briefing meetings are attended by all employees of the sales rooms, the management and clerical staff and the technical services, each of them infers appropriate conclusions for himself from the mistakes made by his fellow employees and attempts to avoid repeating these mistakes himself.

A positive factor in strengthening conscious work discipline is that the entire collective is always familiar with all the aspects of work activities, adherence to the rules of Soviet trade and preservation and storage of goods. The provision of clear information on these aspects and its linkage to the general aims and tasks of the collective nip in the bud the possibility of misinterpreting isolated facts. These daily status briefings, with their concomittant lack of "secrets," so to speak, yet again demonstrate graphically to every employee that the attainment of the common goal, of a high end-result, hinges on his individual contribution and work activism regardless of his work station. This is all the more so considering that at these "quick conferences" the winners of the previous day's socialist work competition are publicly named, as are those who deserved the gratitude of customers.

The operative collection of information and objective assessment of the previous day's performance are assisted by the person in charge of the day's operations, appointed from among the managerial staff, as well as by the head of the sales room staff.

A brief discussion of the duties of the person in charge of the day's operations at the store. Throughout the work day he organizes the commercial-technological process and operatively resolves the problems that arise while at the same time acquiring practical experience in directing the intricate activities of the collective and being enabled to display initiative.

In his reports to the department store's director, the person in charge of the day's operations and the head of the sales room staff evaluate the organization of operations, customer services and many other aspects of day-by-day activity. But their most important task consists in not only monitoring and uncovering shortcomings but also taking steps to eliminate them.

A highly educational role is played by the material responsibility to which a limited number of employees have been made liable. It contributes to tightening the personal responsibility of middle-level management for the intactness of merchandise and inculcating the work collective with a caring attitude toward public property. This is a major factor in strengthening work discipline. In a given department the persons bearing material responsibility are

its head, his deputy and two or three experienced senior salespeople. This means that every member of the team has to be prompted to work conscientiously in order to assure an intact condition of the merchandise. And this can be assured only by regular daily educational work and constant monitoring by the older comrades. In their turn, the contact with and help provided by these experienced mentors stimulates the junior personnel to work more actively which, in the final analysis, affects the overall end-result favorably.

Yet another advantage of the introduction of material responsibility for a limited circle of persons is that the heads of the general departments are enabled to deploy their personnel as they see fit, assigning it to lagging sectors of the sales operations. There has never yet been an instance of poor performance by salespeople assigned for help to their co-workers in the adjacent departments, because at their new work stations they also are making their contribution to the cause of the whole collective.

The preservation of the intact condition of merchandise is also promoted by moral and material incentives. In particular, persons who do not bear aforementioned material responsibility also are entitled to bonuses for preserving the intact condition of merchandise if they display model discipline and a conscientious attitude toward work in any sector of the store's operations as well as a caring attitude toward public property.

The statistics on the preservation of merchandise confirm that actual loss of merchandise at the Vinnitsa Department Store has been 0.06, even though the allowance for forgetfulness of customers under the self-service method of sales has been set at 0.1 percent of merchandise turnover.

The struggle to strengthen work discipline is not a short-term drive. All forms of political-educational work are employed to strengthen it. Visual propaganda, too, is focused on inculcating high work activism and conscious discipline. A Work Collective Glory Corner has been organized in the sales room. This is where the awards won by this department store are displayed, its history and the activities and plans of the collective are narrated and the portraits of victors in the socialist competition are hung.

By setting up the Work Glory Corner with a unifying common topic, and by competing under the slogan "Honor and Glory--According to the Labor Contributed by Each," we exposed as it were our achievements to the judgment of customers. And of course, this obligates the collective to work more effectively and improve the level of its customer services or, in other words, justify the title of "Collective of Communist Labor" which has been awarded to our department store.

A most active part in the struggle to inculcate conscious work discipline is being taken by social organizations. Jointly with the management, they have created favorable conditions for highly productive labor by the collective: a snack bar-canteen is being operated, a hairstyling salon has been opened along with manicure and pedicure services, an infirmary has been equipped and air conditioners have been installed.

Of major importance to the collective--considering that it mainly consists of young people--is the fact that all young families are able to place their children in the store's day care center. Owing to the labor contributed by

the entire collective to store-sponsored housing construction, many employees have received new well-built apartments. A recreational camp has been built on the shore of the Black Sea and each year it houses 500 to 600 of the store's employees and their family members.

The comprehensive and broad approach to strengthening work discipline stimulates work activism in every sector of operations. Thus, in 1982 alone the collective's members contributed more than 10,000 unpaid man-days of work to the expansion and modernization of the material-technical base during their leisure hours. As a result, one of the socialist pledges they made in honor of the 60th anniversary of the USSR has been fulfilled: the complex department "Children's Merchandise" has been opened. This is a modern sales department, in which the best experience gained in commercial activities has been utilized. It occupies an area totaling 6,644 sq m, of which the sales rooms alone account for 3,015 sq m.

Ever since the beginning of the 3rd year of the 11th Five-Year Plan the collective has been fulfilling its plan targets and socialist pledges. The personnel of many of the store's departments display examples of a communist attitude toward labor. These include the departments of Men's Footwear (head: V. V. Miziraka), Textile Haberdashery (head: T. N. Yefimenko), Leather Haberdashery (head: V. I. Napol'skaya), Clothing for Nursery and Preschool Children (head: L. M. Ivashchenko), and many others.

The following store employees have been frequent victors in the socialist competition for fulfilling and overfulfilling the plan targets: S. A. Matsypula, Z. A. Lysak, R. V. Shendera, T. A. Belonozhkina, L. V. Prichepa, A. M. Bondar' and many of their co-workers.

The teamwork spirit and smoothness of the work of the entire collective of this department store are based on conscious work discipline and make it possible to commence boldly the implementation of complex tasks in the conviction that they can be coped with. To this end, the Law on Work Collectives provides broad powers. The range of work-related, social and educational problems on which our collective can independently decide has been markedly broadened. The direct participation of each member of the collective in managing the enterprise is increasing. The principal requirement of the Law, and a demand of life itself, is that work efficiency and quality of performance should be improved and the state's tasks implemented better and with a smaller workforce.

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